

# LIFE

THE BOBO ROCKEFELLER STORY  
A TAX PLAN THAT WILL INCREASE JOBS  
BY SECRETARY HUMPHREY

MRS. ROCKEFELLER

20 CENTS

MARCH 15, 1954



*GET AHEAD OF THE PARADE...*

*GET MORE WHEN YOU TRADE*

# The thrifty '54 Studebakers are the only really modern cars in America



*World's most beautiful station wagon!*

**B**IG CHANGES in automobile styling are being made this year. Don't settle for an old-fashioned "new" car.

Play safe with your new-car money. Get a far out ahead 1954 Studebaker.

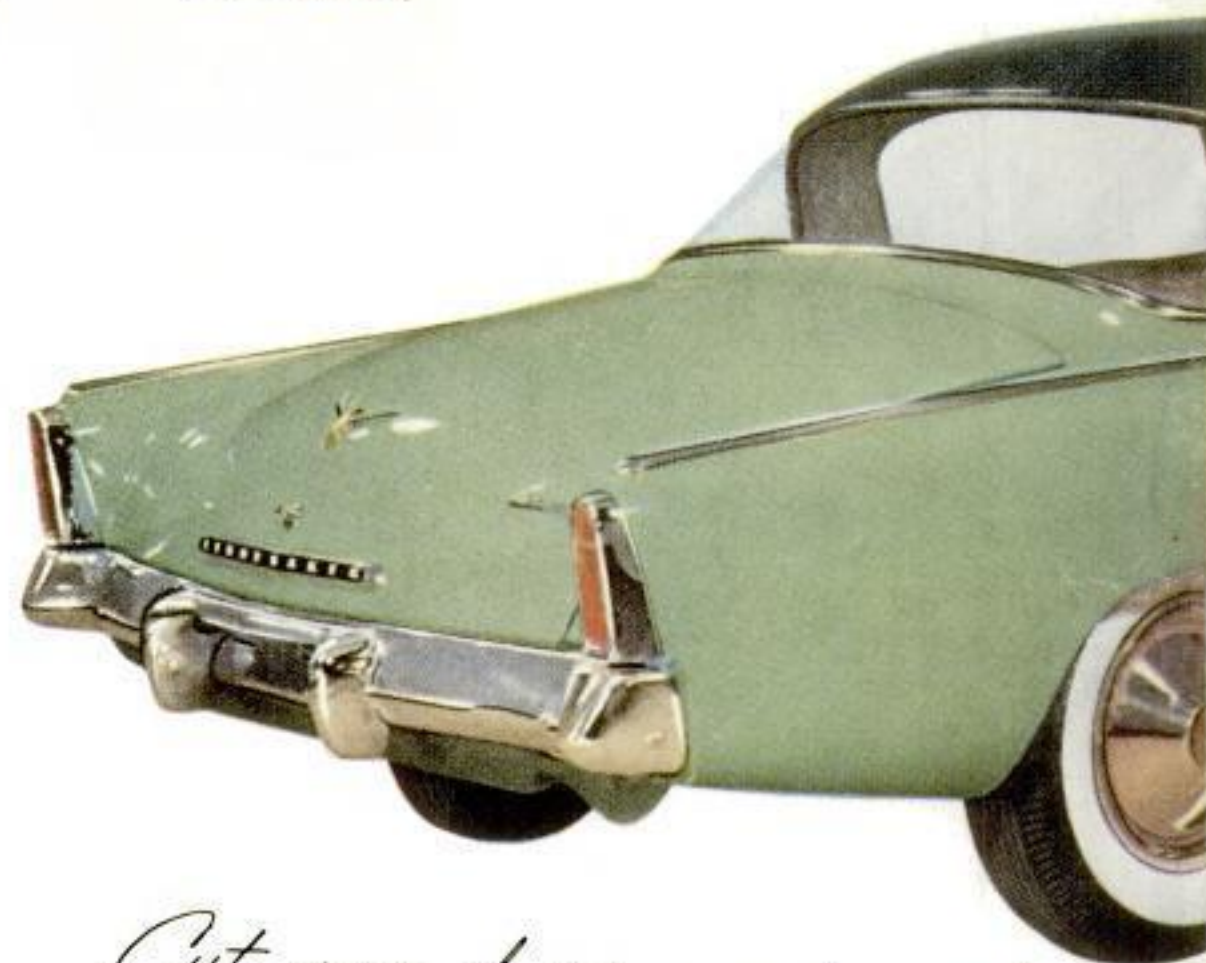
It's the car they're all trying to catch up with—long, low, excitingly different—the only really modern car in America. It's so advanced, its high resale value is assured.

Studebaker's forward-looking improvements in automobile engineering

save gas for you by eliminating all excess bulk that wastes power.

Studebaker's wear-resisting father-and-son craftsmanship saves you upkeep expense. Studebaker's super-safe construction and low-swung design assure you extra protection every mile.

Don't wait. Go to a nearby Studebaker dealer's showroom. Go out for a drive in America's most modern car—a low priced Studebaker Champion—or a brilliantly powered Commander V-8.



*Cut your driving costs with an out-ahead Studebaker!*

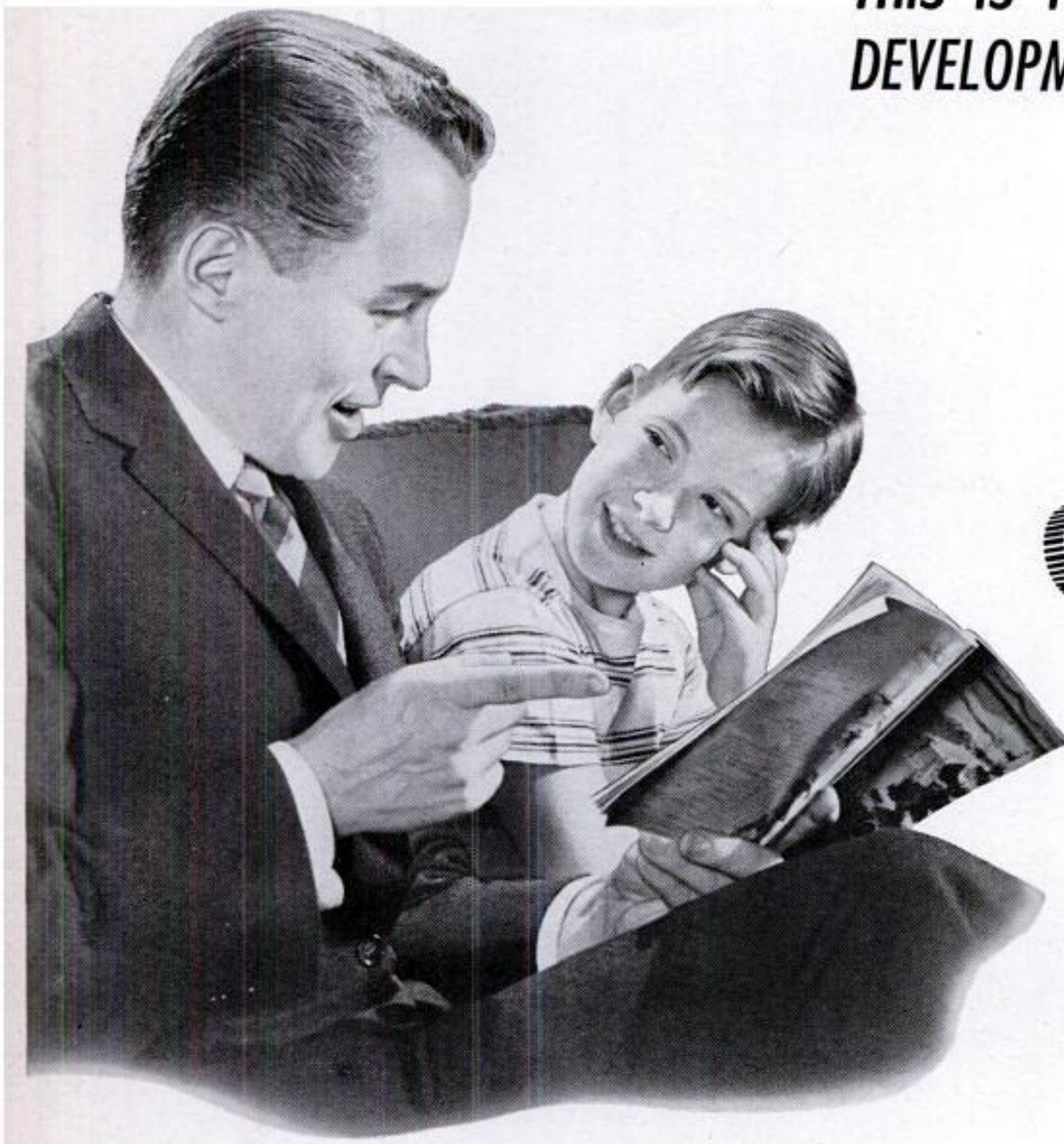


White sidewall tires and chrome wheel discs optional in all models at extra cost.

*Styled by Raymond Loewy—world's most famous designer!*



THIS IS THE GREAT NEW SCIENTIFIC  
DEVELOPMENT YOU READ ABOUT IN **READER'S DIGEST**



LISTERINE  
**ANTIZYME**  
TOOTH PASTE

# stops the major cause of tooth decay every minute of every day

After years of careful research, the scientists in a famous university discovered a new and better way to stop the major cause of tooth decay—not just temporarily, but for 12 to 24 hours after each brushing.

Reader's Digest names Antizyme by name, in reporting this exciting development, the first continuous-action anti-enzyme tooth paste.

Dentists have known for years that most tooth decay is started by a kind of chain reaction:



Bacteria (always present in everybody's mouth) produce enzymes that attack sugars and can form the decay acids that cause cavities.

## Reducing Bacteria Is Not the Answer

No tooth paste can get rid of bacteria in your mouth for more than a few minutes at a time.



Only at the "enzyme" stage has it been proven that you can stop this chain reaction that so often leads to tooth decay—stop it 12 to 24 hours! *Science has discovered the anti-enzyme.*

The anti-enzyme ingredient in Listerine Antizyme

Tooth Paste is found in no other tooth paste. When you brush your teeth in the morning, this tasteless, invisible wonder-worker is brushed right onto tooth surfaces and stays there all day long to stop the formation of harmful decay acids on your teeth. No matter what they eat or drink, your children's teeth can be protected against the major cause of tooth decay every minute of every day. (And they'll love that crisp wake-up flavor of pure white Antizyme—and the way their teeth feel smoo-o-o-th all day long!)

## THE ACIDOMETER TELLS THE STORY



Other types of tooth paste—dangerous decay acids in 1/2 hour—The Acidometer (an instrument which electronically measures decay acids on teeth), proved that other types of tooth paste give only temporary protection . . . 1/2 hour or less!



Antizyme Tooth Paste—12 to 24 hour protection—Exactly the same kinds of tests were made on people using Antizyme Tooth Paste. 9 times out of 10, the Acidometer proved teeth safe . . . no harmful decay acids . . . even 12 to 24 hours after brushing.

No other type of tooth paste—regular, ammoniated or chlorophyll—can protect your teeth for more than a few minutes

**Listerine ANTIZYME TOOTH PASTE**  
stops the major cause of tooth decay every minute of every day







## SPEAKING OF PICTURES . . .

. . . Japanese rite could illustrate Dante

The grotesque scene above, which might be an illustration for Dante's *Inferno*, is the climax of a bizarre Oriental religious festival. It takes place in a Buddhist temple in the Japanese city of Saidaiji, where for some 400 years priests have celebrated the lunar New Year by tossing two sacred wooden batons into the assembled crowds. Here, in a flash picture which has momentarily illuminated the otherwise darkened room, more than 1,500 young men begin their wild scramble seconds after a baton has been thrown into their midst.

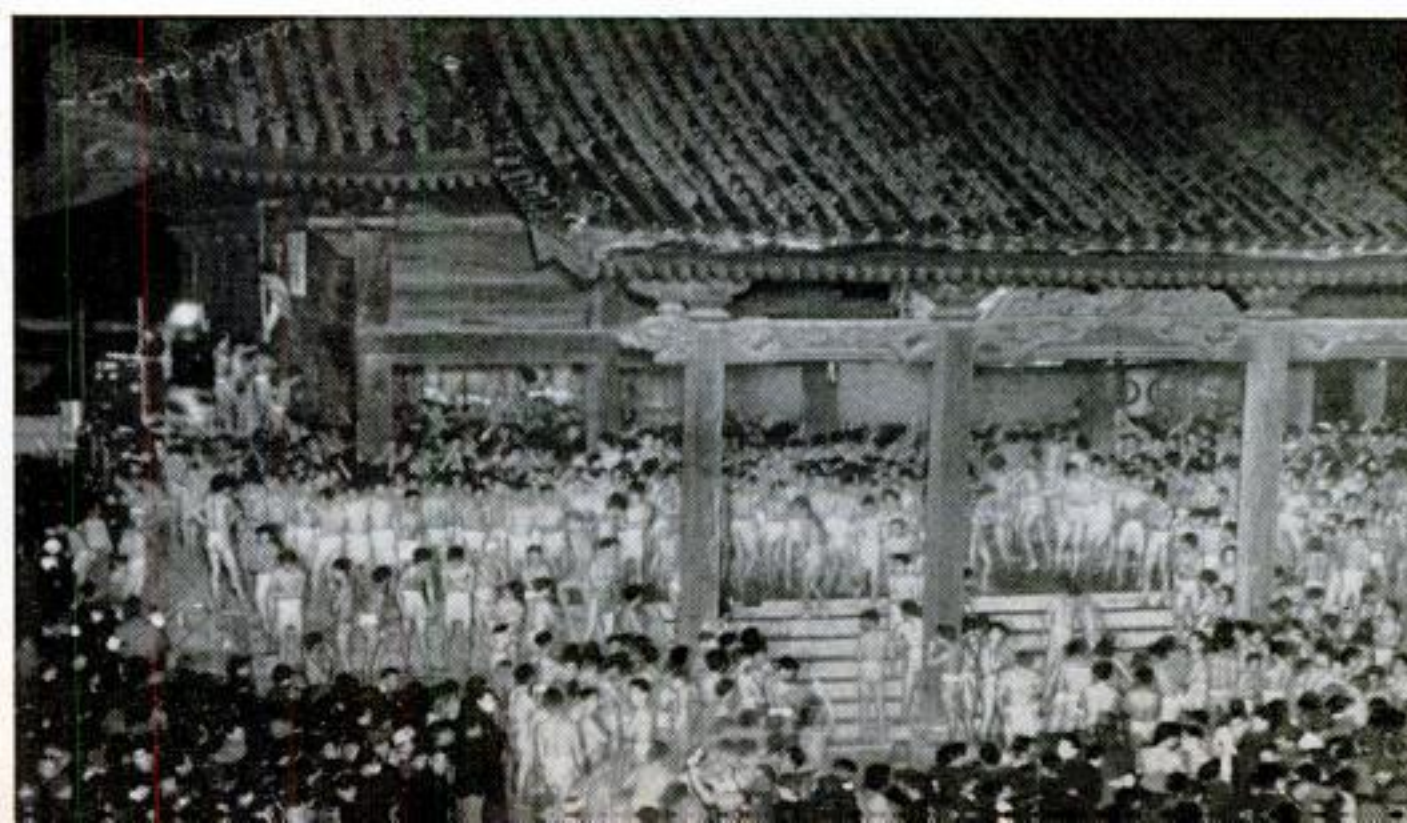
Wearing nothing but loincloths because clothing would be ripped to shreds, hundreds of men are jammed into a writhing sea of bodies on the





floor while others leap onto them from the ceiling and balcony above. Moments later everyone will be on the floor, struggling fiercely for the batons, whose strong camphor odor can be detected 30 feet away. The rough free-for-all, which often lasts for as long as three hours, comes to an end when two lucky men finally fight their way out of the temple with the prized batons. Although their bodies may be covered with bruises, the winners find it worth all the trouble. Wealthy families in the city eagerly accept the batons as symbols of good fortune and in return give each man an award of 100,000 yen (\$278) or an equivalent amount of rice—equal to what an average farm laborer in Saidaiji earns in a year.

CROWDS WATCH CONTESTANTS LINE UP OUTSIDE TEMPLE →







If your car feels like this...it's time  
for **MARFAK** chassis lubrication



That "cushiony" feeling  
lasts longer with -



This is splash time on the roads. But let it rain! *Marfak* sticks to the chassis, guards points of wear and friction far longer. That's because *Marfak* is specially made to combat wash-out—squeeze-out, jar-out too. And you get the smooth-riding benefits. *Marfak* lubrication delivers *cushiony* driving for 1,000 miles or more! Get longer lasting *Marfak* chassis lubrication today from your Texaco Dealer—the best friend your car has ever had.

THE TEXAS COMPANY  
**TEXACO DEALERS**  
in all 48 states

Texaco Products are also distributed in Canada and in Latin America

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**HEADACHE  
HELP**  
Take **Alka-Seltzer**  
BRAND Reg. U.S. Pat. Off.



Get That  
**FEEL BETTER  
FEELING**

ON DISPLAY  
AT ALL  
DRUG STORES

Fast! Tests prove the system absorbs more of the pain-reliever faster from Alka-Seltzer.

FIRST AID for  
**ACID INDIGESTION  
COLD DISCOMFORTS**

Made By  
MILES LABORATORIES, INC., ELKHART, INDIANA

Bathe  
your  
eyes



**DAILY**

Helping avoid the annoyance of tired eyes can be so easy when you bathe your eyes daily with Murine. Just two drops in each eye—and the dull, heavy-lidded sensation seems to float right away, leaving your eyes with a feeling of cool refreshment. Murine makes your eyes feel good. Start using it regularly today.

**MURINE**  
for your eyes





the newest  
things  
for Easter...



## Madeleine Fauth fashions made with Acrilan

Look what's come out for Easter—  
gay young fashions in a remarkable fabric  
that will *stay* young because it's made  
with Acrilan acrylic fiber. Choose one  
for Easter, wear it all spring.  
You'll find Acrilan everything  
it's cracked up to be—  
good to look at,  
good to touch  
and easy to care  
for. You'll find  
clothes made with  
Acrilan stay fresh  
longer—need less  
cleaning, less pressing,  
less pampering. This  
spring, give yourself  
a break and  
step out in Acrilan.

STYLED BY  
MADELEINE FAUTH  
FOR ARKAY JRS.  
(LEFT) ABOUT \$40  
(CENTER) ABOUT \$25  
(RIGHT) ABOUT \$40  
OF COHAMA'S SAXONY  
50% ACRILAN,  
50% RAYON

HATS:  
JOHN FREDERICS  
CHARMERS

# ACRILAN<sup>®</sup>

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AT SAKS FIFTH AVE., ALL STORES • THE ADDIS CO., SYRACUSE • BEST APPAREL, SEATTLE • C. CRAWFORD HOLLIDGE, BOSTON • DENVER DRY GOODS, DENVER • FLAH & CO., ALBANY • B. FOREMAN CO., ROCHESTER • HAROLD'S, INC., MINNEAPOLIS  
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THE CHEMSTRAND CORPORATION, DECATUR, ALABAMA • NEW YORK OFFICE: EMPIRE STATE BLDG., NEW YORK 1, N. Y.

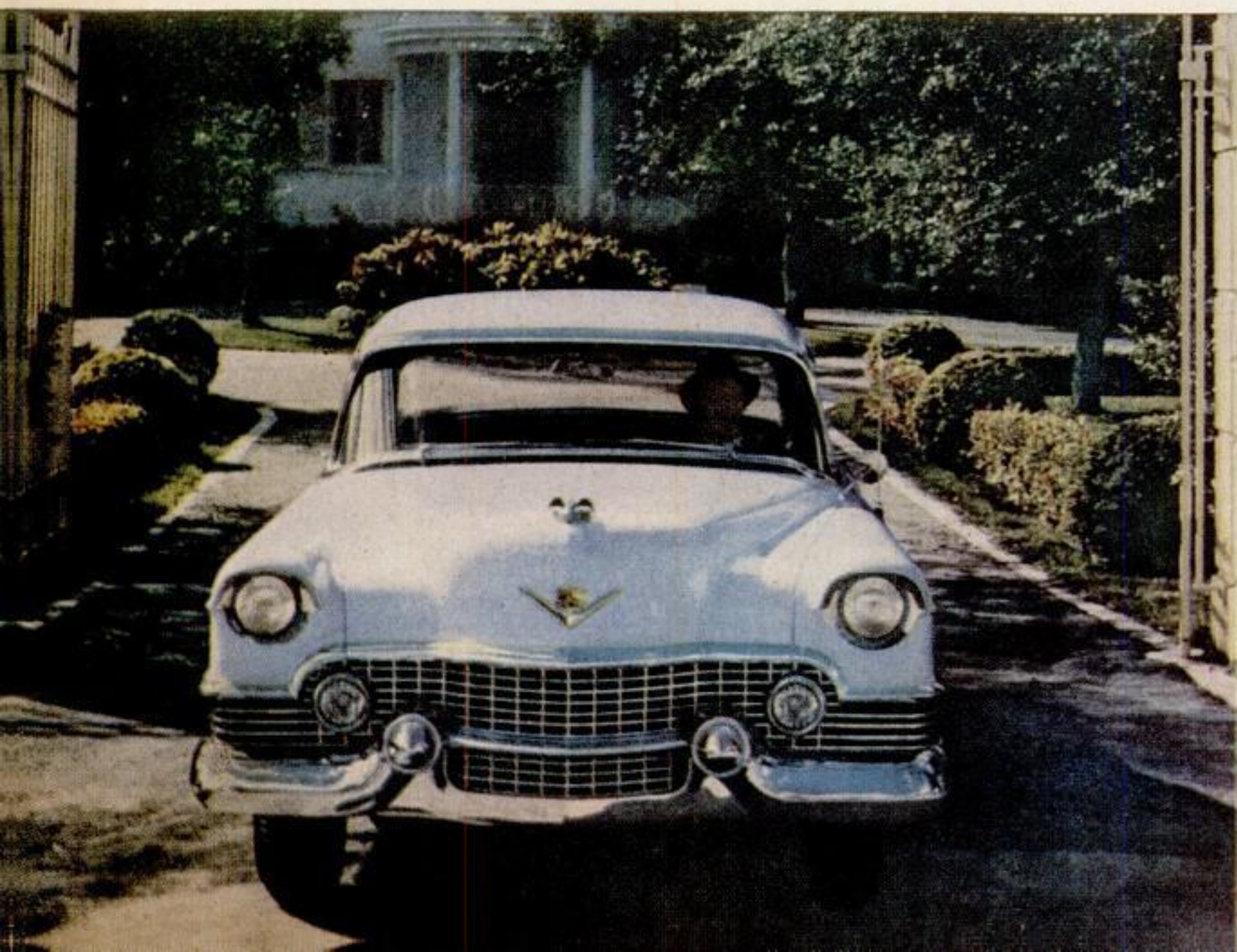
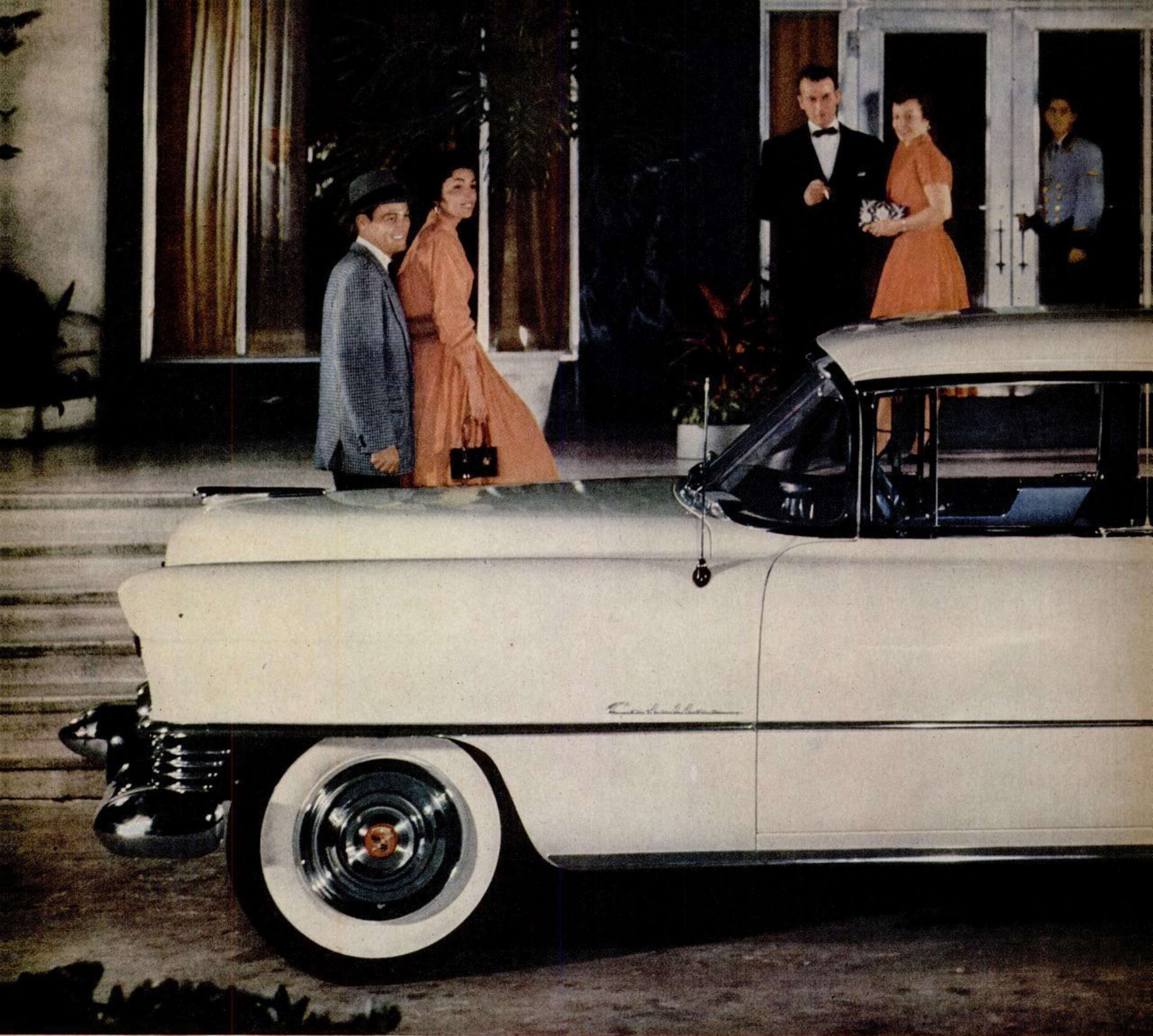
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## Worth Its Price

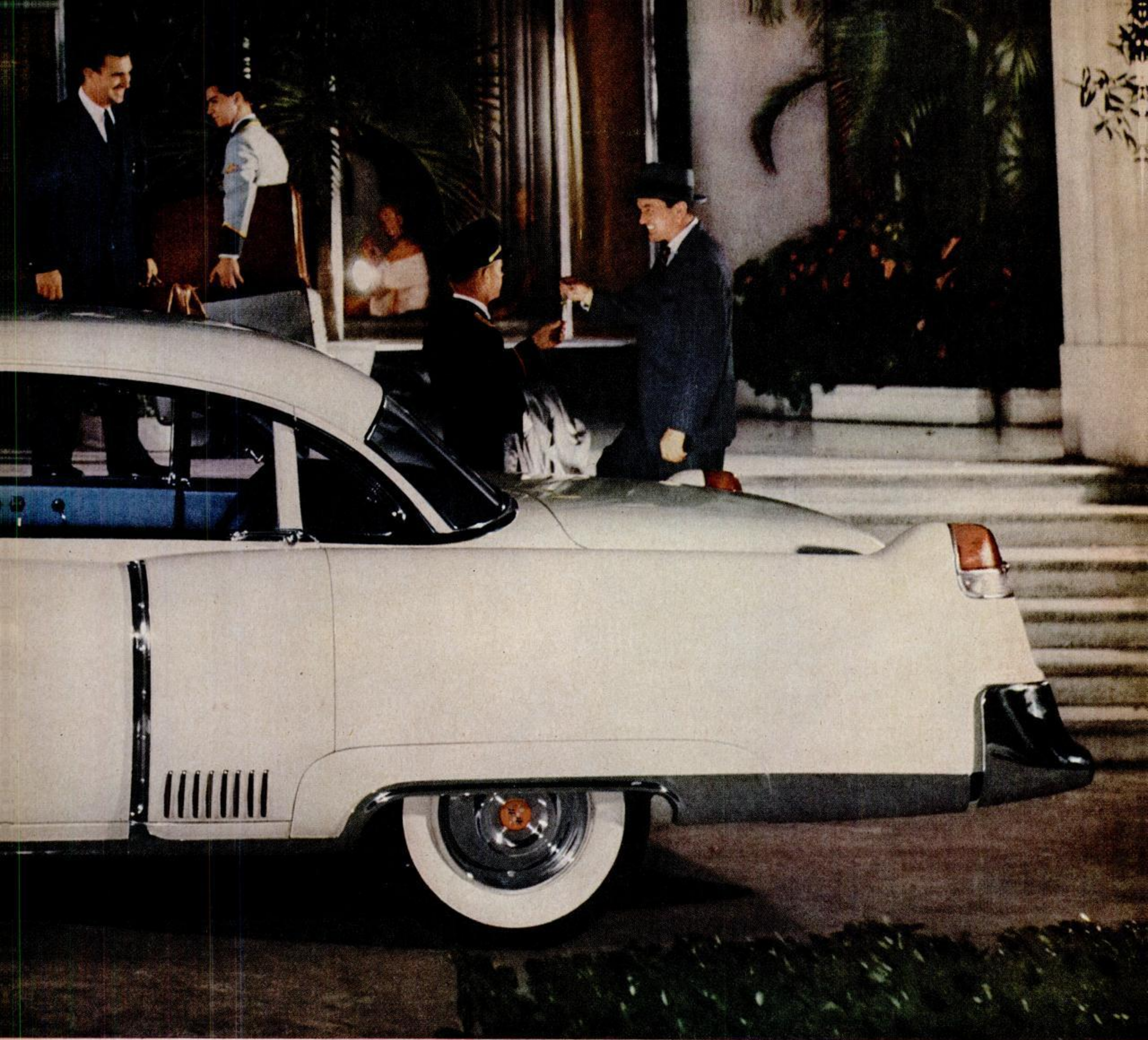
If a motorist wanted to make the move to Cadillac solely for the car's prestige—he would most certainly be justified in doing so. For the Cadillac car has never stood so high in public esteem as it does today—and the rewards which grow out of this unprecedented acceptance comprise the rarest and greatest satisfactions in all motordom.

There is, for instance, *the inescapable feeling of pride* that comes with ownership of so distinguished and beloved a possession. And it is not just pride in the narrow sense of the word. It is, rather, a *sense of well-being* that comes from having reached a point of achievement where you can enjoy one of the world's most sought-after manufactured products. . . . and a *marvelous feeling of confidence and self-esteem* that is found in the respect and admiration universally accorded the owner of a Cadillac.

YOUR CADI.

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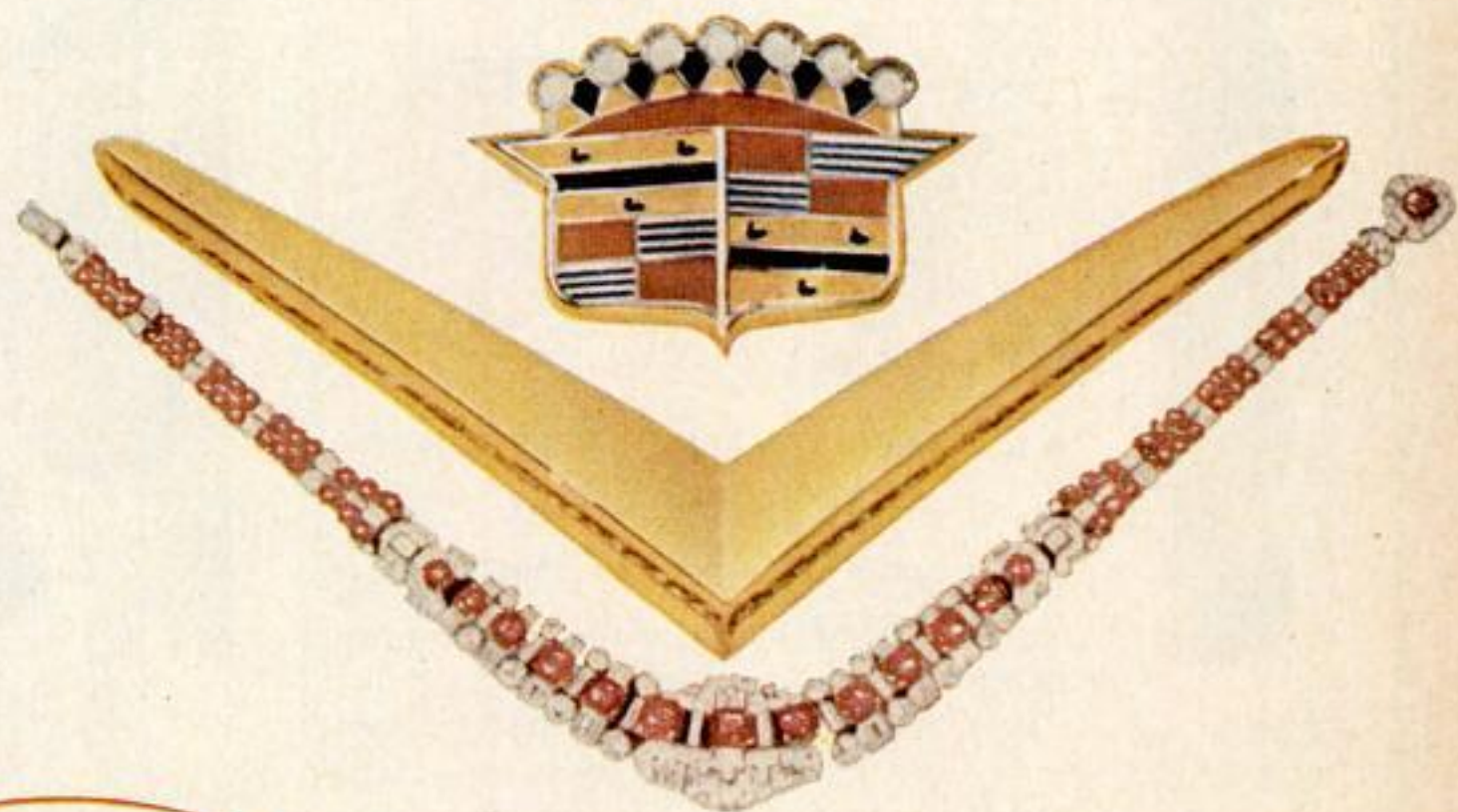
## *in* PRESTIGE!

Those who presently enjoy these unique Cadillac virtues will tell you that they are, in themselves, worth the car's whole purchase price.

Of course, most motorists would hesitate to take such a step purely for their personal edification. But in Cadillac's case, this wonderful prestige is actually a "bonus", so to speak—an extra dividend that comes with every Cadillac car, in addition to its breath-taking new styling, its magnificent performance, its superlative luxury and its remarkable dependability and economy.

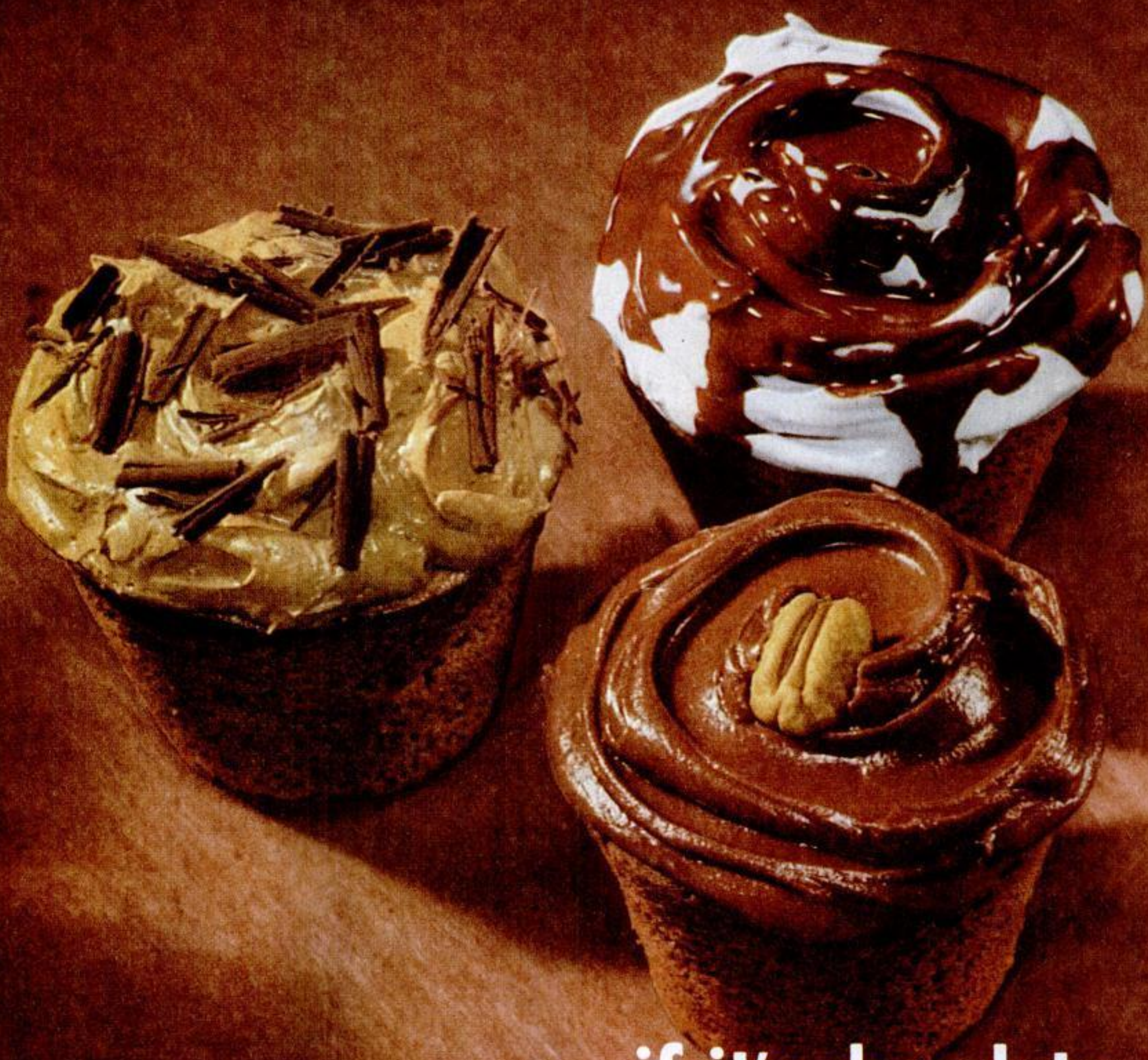
Have you seen and driven the 1954 Cadillac? If you haven't, then you've a truly wonderful adventure awaiting you—and one that you could postpone no longer. We will be most happy to arrange a personal inspection and demonstration at any time you find convenient.

CADILLAC DEALER



# Cadillac





... if it's chocolate

**Baker's makes it best !**

FOR ONLY  
BAKER'S CHOCOLATE IS "PREMIUM NO. 1"



**BAKER'S CHOCOLATE CHIPS**

*Bake best . . . taste best . . .  
make best-ever chocolate chip cookies!*

Yes, they're the *only* chips that give you that richer Baker's Chocolate Flavor! And they stay firm right through baking—luscious semi-sweet chocolate in every cookie bite! Use the recipes on the package for exciting cookies and brownies—or eat 'em right out of the bag—they're *delicious!*

**Try 'em — you'll like 'em!**



**Baker's Chocolate cupcakes** — *only* Baker's Chocolate can possibly make 'em so rich, so wonderful, so chock-full of real chocolate flavor. That's because Baker's Chocolate is made from a special Baker blend of costlier flavor beans for tantalizing, take-two goodness!

*Products of General Foods*



# LETTERS TO THE EDITORS

## NEW POLIO VACCINE

Sirs:

Congratulations to Robert Coughlan for his lucid, direct and graphic reporting of the history of the production of polio vaccine ("Tracking the Killer," LIFE, Feb. 22). The impressive fact is that the public can be told about a very complicated study in such a concise and fluent manner, with accuracy and without sensationalism.

THOMAS H. GRAINGER  
Assoc. Prof. of Bacteriology  
Lehigh University  
Bethlehem, Pa.

Sirs:

LIFE and Robert Coughlan have fashioned a powerful anti-polio weapon in their own way. . . . I feel sure the public will respond with increased contributions for research programs after being inspired by an article such as this.

STEPHEN F. HUDAK  
Wilkes-Barre, Pa.

Sirs:

. . . . You have made me glad for every single penny I ever contributed to the March of Dimes—and sorry each one wasn't a dollar.

MRS. EDWIN A. FINK  
Havertown, Pa.

## DISNEY'S JULES VERNE

Sirs:

Cheers! Cheers! Cheers! for your editorial "Jules Verne Still Has a Tomorrow" (LIFE, Feb. 22). It was Captain Nemo who said, "The earth does not want new continents, but new men." Perhaps our space-crazy generation should consider this before it ventures beyond the wild blue yonder.

MRS. R. J. BISHOP JR.  
Norwalk, Ohio

Sirs:

As a theater projectionist I want to commend "A Weird New Film World" (LIFE, Feb. 22). It shows what Hollywood will do to give people the greatest entertainment in the world.

HAROLD E. AUBRY  
Toledo, Ohio

Sirs:

I'm thrilled with your wonderful story on the Waldo Disney production of John Verne's famous 20,000 Leagues under the Ocean.

"ROBERT" FLEISCHER  
Nassau, Bahamas



DIRECTOR RICHARD FLEISCHER

• What Director Fleischer of 20,000 Leagues under the Sea is getting at is LIFE's error in calling him "Robert" when his name is Richard.—ED.

Sirs:

In 1916 a similar effort to film 20,000 Leagues under the Sea was attempted in the sea near Nassau by George and Edwin Williamson with

the actors in conventional diving garb. Their cameraman was lowered into the water inside a long collapsible tube suspended from the bottom of a barge and took his pictures through a watertight window. Unfortunately in rough weather the barge rolled, swinging the chamber and cameraman along with it, making photography difficult and the cameraman very ill. Here is a picture (below) showing the film's sea burial scene.

KENNETH A. LOUCKS  
Watertown, N.Y.



JULES VERNE FILM, 1916

## 'BUBBLE HOUSE'

Sirs:

We were very much interested in your article on the Airform House at Hobe Sound, Fla. ("Semitropical Igloo," LIFE, Feb. 22), which we helped build. However, you state the supporting mesh "may be re-used countless times." This is incorrect. The mesh becomes a permanent part of the reinforcing of the "bubble house's" concrete shell. . . .

M. E. MURPHY  
The Murphy Construction Company  
West Palm Beach, Fla.

## THINKING HOUR

Sirs:

The first result of the THINKing hour set up by Dearborn's Mayor Hubbard (Speaking of Pictures, LIFE, Feb. 22) was a blitzkrieg when his machine rushed in and demolished my beautiful mahogany courtroom. I was forced to convene court in the snow and slush of the public park, so swift was their attack! He has complete control of our city and our people worship him! God gave them freedom but Hubbard picks up their garbage! Independent and impartial courts are the last citadel of freedom in Dearborn and now we too shall be destroyed. . . .

JOHN T. McWILLIAMS  
Associate Municipal Judge  
Dearborn, Mich.



EVICTED JUDGE IN PARK

• Judge McWilliams' court, held only 50 days a year, was deemed expendable by Dearborn's city council. The councilmen now permit Judge McWilliams to hear cases in

CONTINUED ON NEXT PAGE



So far

and yet

so near

# by Long Distance



There may be many miles between you and those you love.

But distance is no barrier to the warmth and satisfaction of a voice visit by telephone.

You talk together. For a few minutes you are together. And every friendly word helps to melt the miles between.

It's Faster to Call by Number. It will speed your out-of-town calls if you can give the operator the number you want. For a handy booklet for listing your telephone numbers, just ask the nearest Bell Telephone office.

## LONG DISTANCE RATES ARE LOW

Here are some examples:

Cleveland to Pittsburgh . . . .	45c
Syracuse to Boston . . . . .	70c
Chicago to Omaha . . . . .	85c
Philadelphia to Miami . . . .	\$1.35
New York to Los Angeles . .	\$2.00

These are the station-to-station rates for the first three minutes, after six every evening and all day Sunday. They do not include federal excise tax.

BELL TELEPHONE SYSTEM







New-flavor  
Pepsodent  
tastes  
so good!

**SURPRISE!** We changed Pepsodent's flavor because grown-ups preferred our new one, hands down! To our surprise, kids went crazy for it! What's more, a famous university proved Pepsodent's ORAL DETERGENT gives you the *cleanest teeth* of all leading toothpastes! *Each brushing protects against decay enzymes.* Pepsodent is guaranteed by Lever Brothers Company to please your whole family — or your money back.

New Flavor! Now at stores everywhere!



Have you tried  
New Pepsodent Chlorophyll?

**PEPSODENT'S ORAL DETERGENT** gives you the  
**CLEANEST TEETH!** Your own proof is the

**Clean Mouth Taste for Hours**

## LETTERS TO THE EDITORS

CONTINUED

the city council room. Dearborn has another municipal judge who works full time and has his own courtroom.—ED.

Sirs:

I THINK anyone would know it is not nice to put your relatives on the public payroll. I THINK any building custodian, properly supervised, would replace the faulty globes in the city hall. I THINK moving the bus garage out of the residential area should long have been a part of the long-range plans of the transportation department . . . In short, I think the article should cause the people of Dearborn to THINK.

DICK O'REILLY

Indio, Calif.

Sirs:

If we had the time to spend half an hour a day meditating, we think we would spend it thinking about the mayor's daughter, Nancy Anne. Could LIFE print another picture of her?

ED OBERHAUS

BUD NUTTING

STAN MOAT

Harvard Graduate School  
of Business Administration  
Boston, Mass.



NANCY ANNE HUBBARD

● Miss Hubbard's mail now includes a wire from a movie company and a batch of letters from Princeton undergraduates.—ED.

### WASHINGTON SAFETY WAR

Sirs:

More power to Governor Langlie of Washington ("All's Fair in Safety War," LIFE, Feb. 22). I have been an auto driver for over 50 years but have never been able to see why any means available to apprehend traffic violators, especially dangerous speeders, should not be used. Some years ago here in Los Angeles a great furor, with which I did not agree, was raised by motorists against speed traps which were consequently abolished. It seems to me that those who intend to stay within the law should have no objection to such traps and those who do object are thereby practically admitting that they expect to break the law and want the means of catching them at it eliminated.

C. A. FRIEDMANN

Los Angeles, Calif.

### MAXWELL BODENHEIM

Sirs:

Two summers ago in Washington Square Park, I met Bodenheim's wife, Ruth Fagan ("Murder in Bohemia,"

CONTINUED ON PAGE 12

## IF YOU SUFFER PAIN

of  
**HEADACHE  
NEURITIS  
NEURALGIA**

get

**FAST  
RELIEF**

WITH



The way  
thousands  
of physicians

and dentists recommend

**Here's Why . . .**

Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin® today!



TO PAINT LIKE AN EXPERT



USE THE FINEST BRUSH

**FREE BOOK**—"How to Do a Good Paint Job." Send card (and name of your retailer, if you wish) to Baker Brush Co., Inc., 83 Grand St., New York City 13.

**Brushes by Baker**  
AMERICA'S FINEST PAINTING TOOLS

## Callouses

Pain, Burning, Tenderness

**SUPER-FAST  
RELIEF!**

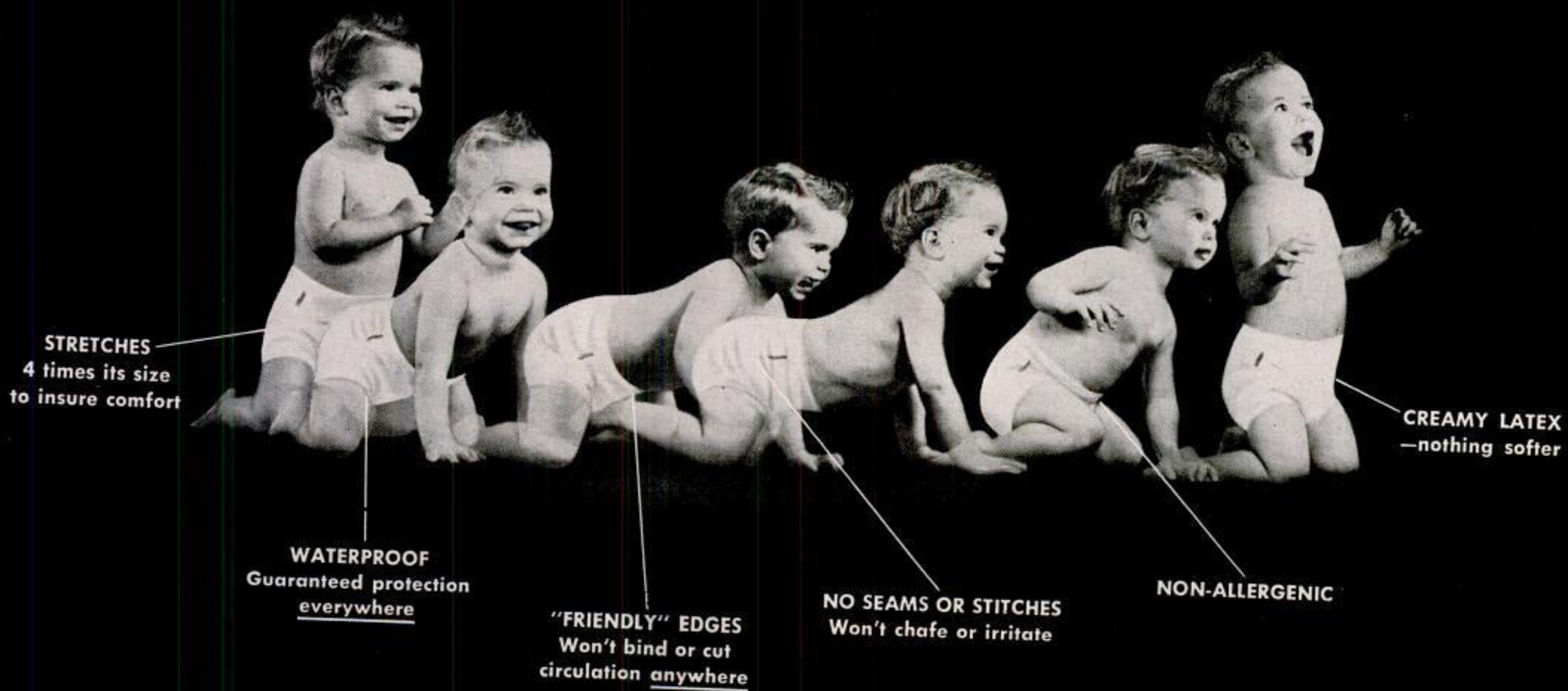
**Puts You Right  
Back On Your Feet!**

You'll enjoy super-fast relief from your painful callouses, tenderness or burning on the bottom of your feet when you use Super-Soft Dr. Scholl's Zino-pads. They're wonderfully soothing, cushioning, protective and remove callouses one of the fastest ways known to medical science. Try them!

**Dr. Scholl's Zino-pads**







KEEP YOUR BABY "SOCIALLY ACCEPTABLE"\* WITH PLAYTEX BABY PANTS

This Baby-in-Motion picture shows how PLAYTEX Panties stretch all over to give all-over comfort and all-over protection all ways... Long-lasting... Washable in seconds! No wonder more mothers buy PLAYTEX than any other make. ©1954 International Latex Corp'n. Playtex Park, Dover Del. In Canada: Playtex Ltd., Arnprior, Ontario.



No other baby pants have this "Miracle-Stretch." Let your own hand prove it.



## WITHOUT THIS VITAL MOISTURE HUMAN HAIR CAN "DIE" OF THIRST!



Vital moisture and oils often evaporate faster than the hair can replace them. Improper drying, waving, dyeing and shampooing practices also can dehydrate your hair dangerously.

Amazing before-and-after tests prove to Dermatologists that Charles Antell Formula 9, by Helping Replace Moisture, Revives "Life," Manageability, Lustre, Curl-Tendency; makes Dry, Dehydrated, Drab Hair Look Lovelier, Overnight.



• HUMAN HAIR, of either sex, owes its healthy, handsome appearance, its "life," strength and manageability to the fact that, under ideal conditions, it contains and retains as much as 80% moisture that, normally, is "married" to the hair by the scalp's natural oils.

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## LETTERS TO THE EDITORS

CONTINUED

LIFE, Feb. 22). During our conversation a shaggy, wretched-looking man approached. I thought to warn Ruth of his presence so we could walk away, but she, upon seeing him, proudly introduced him as her husband, Maxwell Bodenheim, the poet. He complained that someone had walked into his apartment and stolen his typewriter. It seems there was no lock on his door. And why was there no lock? "Because the lock was broken."

Why didn't he fix it?

Bodenheim drew himself up and said, "Because I am a poet, not a carpenter!"

Later he and Ruth walked away. As they passed a fruit stand, Bodenheim quickly darted out his hand and pocketed a green pepper.

MARGARET HORWATH  
New York, N.Y.

### LATIN BASEBALL

Sirs:

... Re "Baseball with a Rumba Beat" (LIFE, Feb. 22): here (below) is a picture taken when I was working in Mexico in 1946 which demonstrates what happens to umpires in that league. It shows Umpire Erden Weimer on the infield grass after a right to the jaw from Mexico City



Pitcher Theolic Smith (left). Luis Olmo, an American player who left the U.S. and then came back, is helping the umpire and staring at Smith in disbelief. Weimer suffered a broken jaw. All Smith got as punishment was a 150-peso fine and a short suspension!

WILLARD HATCH

Yakima, Wash.

### HAWAIIAN DECISION

Sirs:

Your article "Decision Approaches for Hawaii" (LIFE, Feb. 22) was thoughtful and timely. Hawaii has borne the brunt of war and served as a loyal fort on our Pacific frontier. Its melting and merging of many races into one people living in peace

CONTINUED ON PAGE 14

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## LETTERS TO THE EDITORS

CONTINUED

demonstrates the vitality of one of our most attractive ideals. Mainland Americans, including congressmen, should welcome Hawaiians to share both the headaches and privileges of full equality.

NORBERT HARRISON  
Cincinnati, Ohio

Sirs:

The famous fish was misspelled in your excerpt from the song, "My Little Grass Shack." It's *humuhumunukunukuapua'a*, not *humuhumunukunukuapua*. You left off the final "a." *Pua* is a flower, while *pua'a* is a pig; hence, a piggish-nosed fish that "sews."

ALVIN K. CHOCK  
Ann Arbor, Mich.

### CLINGING PARATROOPERS

Sirs:

I thought you might be interested in this follow-up picture (below) of "Hold Me Tight, Mac" (LIFE, Feb. 22). These are the same men, whom your picture showed clinging to each other in the air, just as they landed together unhurt.

PFC. ALAN DANZIGER  
Fort Benning, Ga.



HOW THEY LANDED

Sirs:

As a former Army parachutist, I'd like to clarify what was going on. Your picture illustrates one of the Army's prescribed methods of descent in the event of an entanglement. The jumpers maneuvered themselves so their feet were at about the same level. They stayed in that position by holding each other around the waist and shoulders so both could land simultaneously, avoiding the possibility of one landing on top of the other.

DANIEL J. DUFFY  
Brant Beach, N.J.

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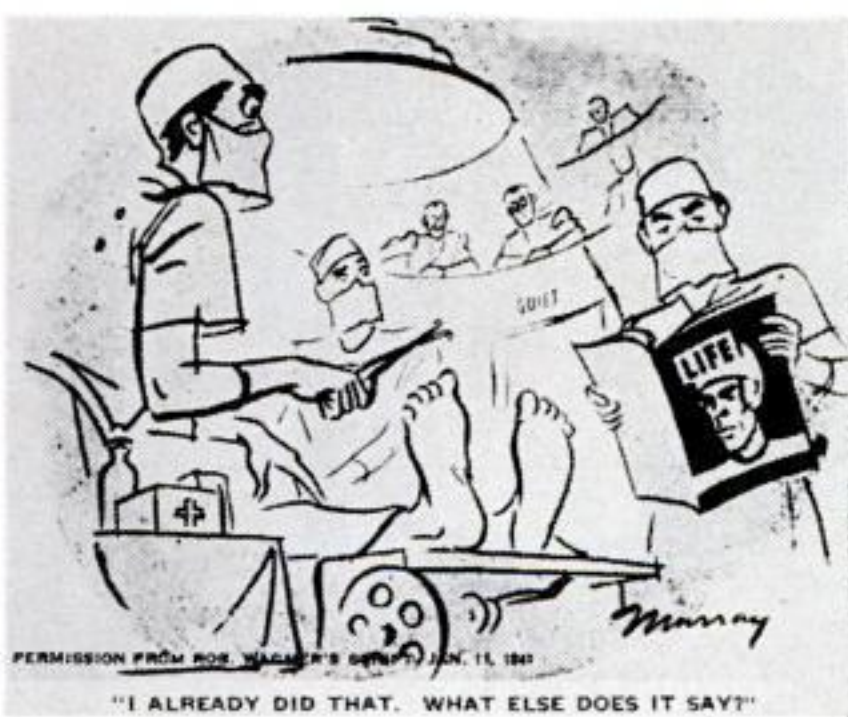
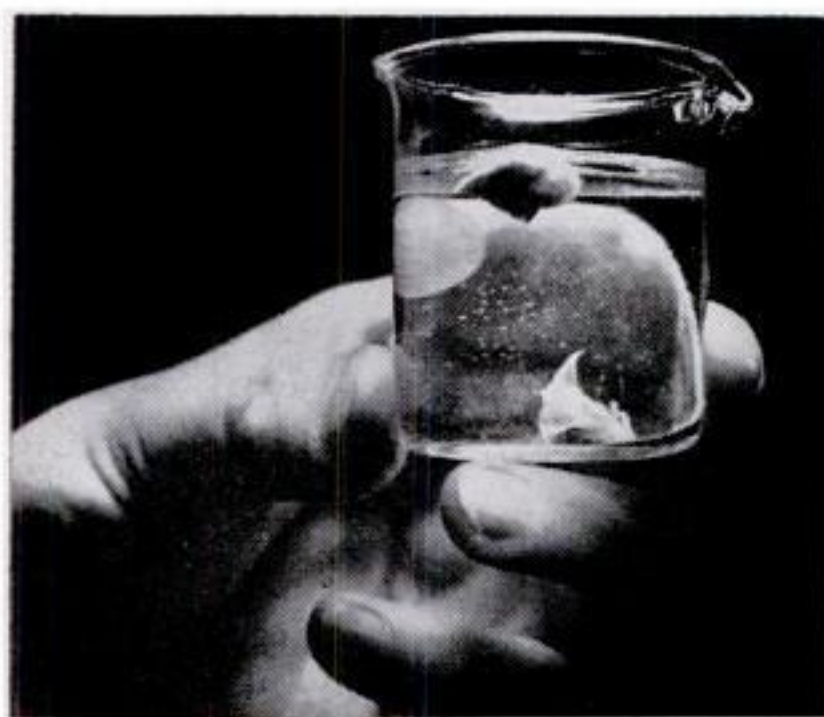
the most flavorful meats on earth come from out where the tall corn grows.

they're missing from this picture.

don't let them be missing from your table!



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A GUINEA PIG LUNG SINKS; CARTOON SPOOFS A LIFE SPECIALTY; NURSE MIDWIFE MAUDE CALLEN ANSWERS HER LIFE-INSPIRED FAN MAIL

## A BEDSIDE MANNER FOR INQUIRING REPORTERS

The photographic essay on juvenile delinquency (pp. 97-105)—and the scientific way in which one advanced U.S. community is fighting it as a public health problem and not as a crime—is in the best LIFE medical tradition. It follows naturally from a series of some 200 major articles, dating from the once rare sequence on a brain operation that worried some charter subscribers in our second issue (Nov. 30, 1936) to last week's story on overweight.

The first comprehensive essays, and the prototypes of many to follow, were our 1937 stories on cancer, tuberculosis and pneumonia (see above), a disease far less dangerous today owing to the "wonder drugs," which our medical reporters have been coming up with ever since. There followed essays on heart disease, arthritis, poliomyelitis, medical schools, natural childbirth and surgery until LIFE's reputation as a medical authority began to be kidded by our contemporaries in cartoons like the one above.

Then there were our accounts of such medical firsts as penicillin, polio vaccines, the RH factor and antihistamines.

And it has been interesting to see how the medical hypotheses behind some photographic triumphs, such as the one on blood sludge (May 31, 1948) have been unproductive, which in scientific perspective can often be expected.

As in world affairs, sports and entertainment, our journalistic function in medicine has been to inform. Sometimes, however, we find that in addition to reporting things that happen we make things happen. Our eye-opening exposé of "Bedlam" in 1946 helped bring about important reforms in mental institutions all over the country which we were glad to be able to show in a follow-up story five years later. Our "Country Doctor" story (Sept. 20, 1948) produced a call from Hollywood to the subject and our "Blue Baby" story won an award from the National Society for Medical Research. Most gratifying, perhaps, is what happened to Nurse Midwife Maude Callen of Pineville, S.C. We telephoned her at work a few hours before this issue went to press and learned that LIFE readers had contributed \$29,000 since her story appeared in LIFE on Dec. 3, 1951 and were still going strong.

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BOBO ROCKEFELLER AND HER STORY (SEE PP. 106-123)

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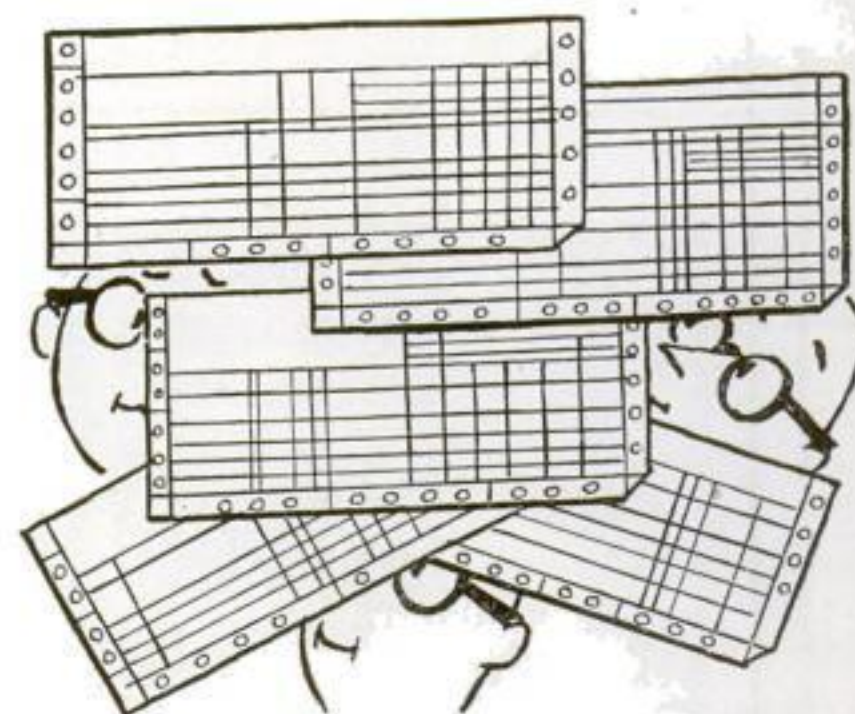
# "I DIDN'T know that about 'SANFORIZED'!"

Today, we'd like to take you on a short, back-stage trip. After you finish reading this, you'll understand why "Sanforized" is more than a name. And why millions of people—like yourself—trust the "Sanforized" trade-mark to keep their cottons in *permanent fit*.



1.

We have many field men (like "Charlie," here) who call, unannounced, on the mills which are turning out the cotton cloth that goes into your "Sanforized" garments.



2.

Charlie reads the carefully kept shrinkage-test records which we require every mill to keep on all fabrics which carry our "Sanforized" label.



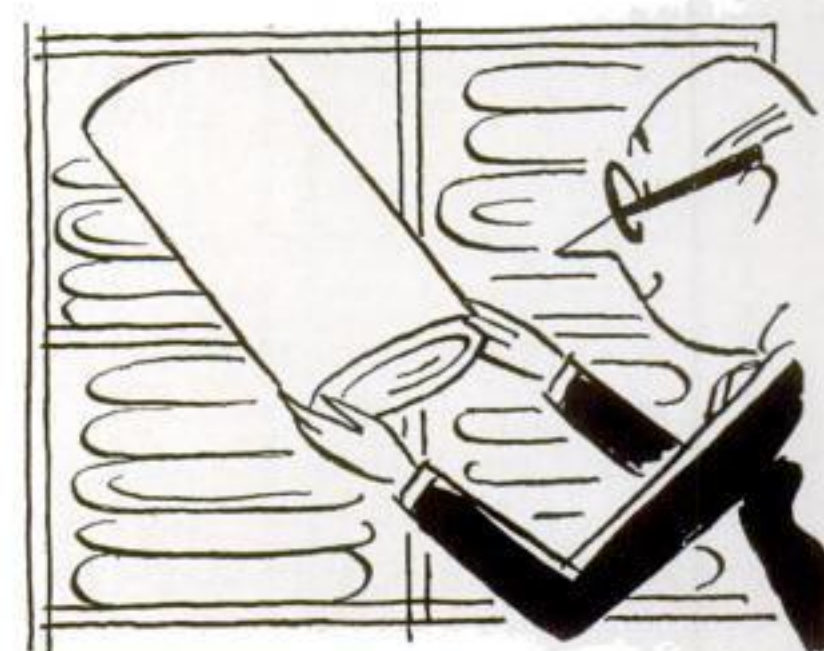
3.

Here you see Charlie making some "shrinkage tests" of "Sanforized" cottons *already* tested by the mill. He does this to see if his own results come out the same as the mill's.



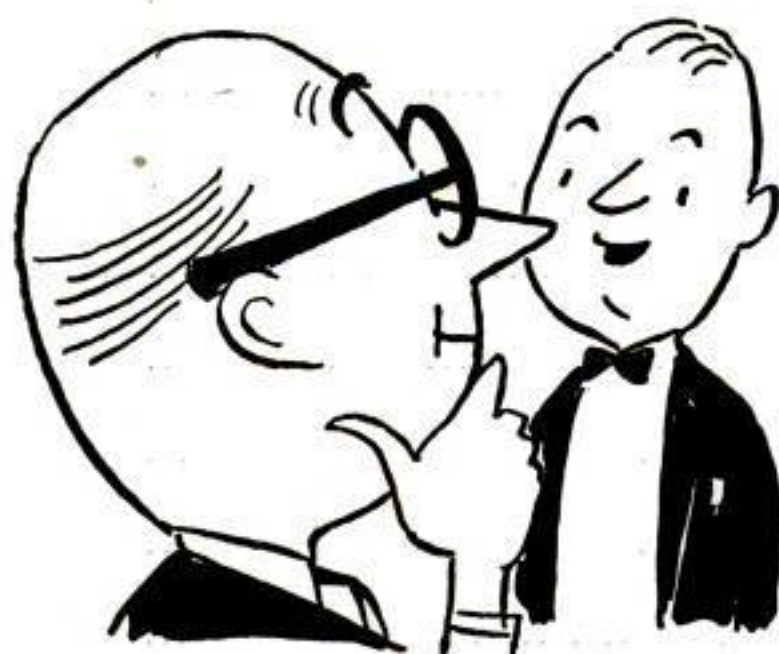
4.

His samples having dried, Charlie measures each one to make sure it meets the rigid "Sanforized" shrinkage specifications. But Charlie doesn't stop here.



5.

He selects samples of "Sanforized" fabrics at random from the mill's stock room. He sends these to his home laboratory at Troy, N. Y., where they are checked a *third* time.



6.

Sometimes, special shrinkage problems arise which call for Charlie's technical advice and long experience.



7.

Then, just so that everything can be on the record, Charlie writes a complete report of his findings to his home office in Troy.

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CAMPOS WAS A 1916 HARVARD MAN

## A BITTER YOUTH . . .



HE WAS JAILED AFTER THE ATTEMPT ON TRUMAN

## AN IMPRISONED REBEL . . .



RECENTLY HE HAS COMMUNICATED THROUGH SLOT IN DOOR

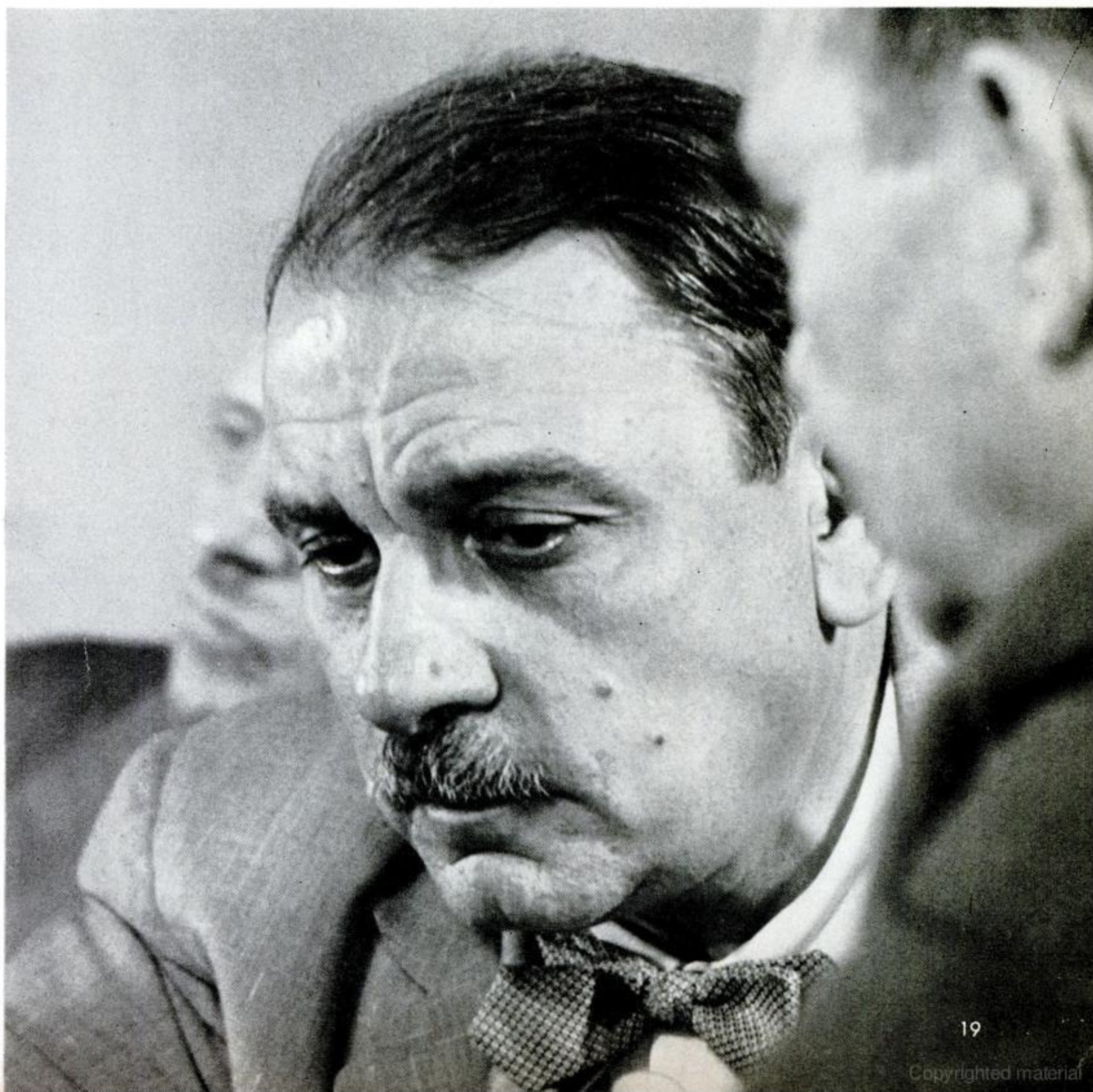
## A SINISTER PEEPHOLE AND . . .

## . . . A SAD DAY FOR TWO PEOPLES

His face was a mirror of his mission. The governor of Puerto Rico had flown to Washington to tell of his people's deep sorrow over an outrageous deed by four of his countrymen. To dramatize their fight for Puerto Rican independence the four had sprayed the House of Representatives with bullets. They were members of a tiny "Nationalist" independence movement, repeatedly rejected by the voters and best defined by Governor Luis Muñoz Marín himself: "They live in the unreal world of their imagination. Their only connection with the real world is that sometimes bullets escape from the unreal world and hurt people."

The leader of this "unreal world" is a weird little 63-year-old man named Pedro Albizu Campos, characterized by his followers as "the wise master"—almost a god. The Harvard-educated son of a Spanish sugar man and his Negro mistress, Campos was treated as a Negro in the U.S. Army during World War I and emerged teeming with hatred for the U.S. Back in Puerto Rico, he formed his Independence party. Failing at the polls, he turned to violence. In November 1950 his Nationalists tried to assassinate President Truman and Muñoz himself. Imprisoned, Campos was pardoned by Muñoz partly because he had become a mental case (he had taken to wrapping himself in wet towels to ward off "U.S. atomic rays").

The influence of Campos was still strong, however. Last week his fanatics struck again, in a hall which had known little violence beyond a few spirited clashes between members. From his hideout in Puerto Rico "the wise master" praised the act as "sublime heroism."



REGRETFUL MUÑOZ VISITS SPEAKER MARTIN →





**TERRORIST ATTACK** throws representatives into a panic as the trio fires. Lolita Lebrón clutches

her recoiling Luger with both hands while Andres Figueroa Cordero (*left*) and Rafael Cancel Miranda

take aim. Fourth terrorist has run through exit. Red dots show where some bullets struck. Bentley lies

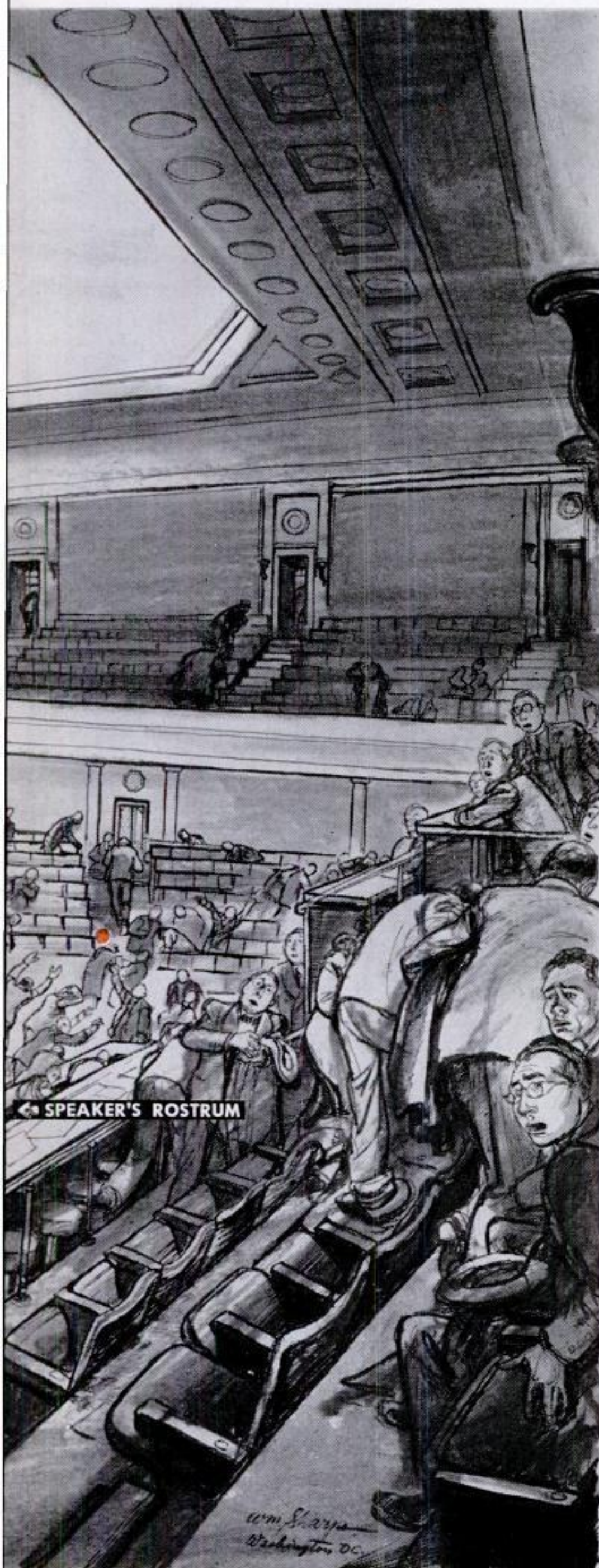


**REPRESENTATIVE BEN JENSEN** gets first aid from congressmen in the Speaker's lobby. Jensen, who was standing almost directly beneath terrorists, was hit in the back.



**REPRESENTATIVE KENNETH ROBERTS** gets tourniquet from Representative Percy Priest, who made it from fountain pen, necktie.





wounded. Jensen has staggered under gallery. Fallon and Roberts are at seats, Davis lunges from his.



**REPRESENTATIVE CLIFFORD DAVIS** gets aid from congressman. Bullet passed through leg.



**REPRESENTATIVE BENTLEY**, badly hit, is treated on floor by **REPRESENTATIVE JUDD**, a doctor

## THIRTY SECONDS OF TERROR IN THE HOUSE

They had the shy, impressed manner proper to the Capitol tourist, the three men and the trim brunette with her gold-crested purse. "Do you have any cameras?" dutifully asked the House of Representatives doorkeeper. "No," the woman said, and the four took back seats in the Ladies' Gallery. They watched a routine roll call. Then suddenly the woman stood up screaming, "Puerto Rico is not free!" From her purse she plucked a pistol; from their coats the men whipped three more, and then began blasting away at the congressmen below, as depicted in William Sharp's drawing at left.

At first most of the representatives thought it was an unruly demonstration with firecrackers. Then, from one, came a melodramatic shout, "They got me!" Some congressmen dived beneath their seats. Some just stood and looked. Five congressmen fell wounded. Two of the terrorists had time to reload before they were tackled by various guards and volunteers, including a visitor who was taking the day off to rest his nerves. Within 30 seconds it was over and three terrorists were subdued. The fourth, who had fled, was caught at a bus station, denying that he had been in the shooting.

**IN CORRIDOR**, officer and spectator hold **CORDERO** as **COMMITTEE CLERK CRAWFORD** pins gun







**BLOODY SHIRT** is displayed in hospital by Representative George Fallon, who was shot in the hip.

## CAPTURED FOLLOWERS AND A FALLEN LEADER

The four terrorists were defiant under arrest—and surprised to be alive. The purse of their leader Lolita harbored a note written in expectation of a martyr's death. "Before God and the world," it read, "my blood claims for the independence of Puerto Rico. My life I give for the freedom of my country." Across the back she had added thoughtfully, "I take responsible for all." Also in her purse was a picture of her leader, Campos.

In Puerto Rico the authorities decided that, mental case or no, Campos belonged in custody. After arresting 37 of his followers, who came along peacefully, police approached the "wise master's" house and were greeted by a burst of gunfire. In the next two hours 400 shots were exchanged. Finally the police tossed in tear gas bombs just as the house burst into flame because of the action of Campos or his followers inside. Rushing in with pickaxes, the police smashed down the peepholed door, carried out the unconscious Don Pedro and took him off to the San Juan prison hospital.



**DEFIANT TERRORIST**, Lolita Lebrón, snarls "I want independence for my country" to spectator

who yelled after capture, "Why did you do it?" Later she told reporters, "I am a sinful woman."



**CAMPOS' SECRETARY**, Doris Torresola, sister of man who tried to kill Truman in 1950, is carried out after being overcome by smoke and tear gas.



**FLAMING MATTRESS** is hurled from Campos' house and headquarters by police. In same house Campos held out for several hours in 1950 before arrest.





**CAPTURED CHIEFTAIN,** Pedro Albizu Campos, unconscious from smoke and tear gas, is hauled by police from his house in San Juan. Police repeatedly

yelled in for Campos to surrender before they finally resorted to gas bombs. Hundreds of Puerto Ricans gathered on the streets to watch the early morning battle.



# WHAT TO DO ABOUT JUVENILE CRIME

According to the Children's Bureau, about a million U.S. youngsters get into some kind of trouble with the police every year. One in every 50 kids is an official delinquent. They are responsible for 24% of all auto thefts. In the last five years juvenile crime has increased nearly 30%.

Juvenile vandalism on school property costs the taxpayers of Chicago around \$400,000 annually; 22,082 school windows were smashed in Baltimore in one year. In Detroit kids broke into a public library branch, smashed glass cases, ripped rare books to pieces, heaped index cards on the floor and doused them with glue, stole movie projection equipment. In California a gang of boys was arrested for burning a car and running it off a cliff into the Pacific: they "wanted to see the splash." In Tacoma a "sensitive, model" boy, who didn't know how to drive an automobile, murdered his mother because she wouldn't let him take the family car. In New Bedford, Mass. five boys, aged 9 to 13, slashed about \$15,000 worth of store windows with glass cutters, then set fire to a church, a drugstore and an automobile. Their leader, 11, told the cops he liked the excitement when the fire engines came. And so on—every city knows similar cases.

What is to be done about this appalling nationwide situation? Everything from comic books to the decline of Sunday-school

attendance has been blamed for it. Slum clearance used to be the magic solution; but authorities no longer put all their faith in that, for more and more of the worst cases come from comfortable or wealthy homes.

Experts claim that the U.S. is many years behind Great Britain and Scandinavia, where inclinations toward juvenile delinquency are detected early and, through educational techniques, nipped in the bud before they have a chance to grow. A Senate subcommittee under Hendrickson of New Jersey will shortly give an interim report on its study of the subject. But a national problem does not necessarily have a federal solution, this one least of all.

Once juvenile delinquency occurs, the institutional job of diagnosis and correction belongs mainly to the states. For the admirable way New Jersey faces up to this task, see pages 97 through 105. California, New York, Wisconsin and Massachusetts are also doing their best; others aren't.

The prior job of delinquency prevention is partly the responsibility of the community. Here again New Jersey can show the way in the city of Passaic, an industrial community of 60,000 where the school department's Children's Bureau and volunteer organizations have recently all but eliminated gang life and arrests by an educational and recreational program. Every citizen anywhere who

gives time or money to boys' clubs and similar community activities is helping in a small way to prevent juvenile crime.

But the source of juvenile delinquency, and the first place to prevent it, is the family. An immense proportion of kids in trouble come from homes where the parents are separated in spirit or in fact. As Psychiatrist James C. Flanagan of the University of Michigan said recently, "Too often Mom doesn't talk to Pop, or Pop doesn't talk to Mom, and neither talks to Junior." One day Junior explodes and is picked up by the cops. But if a child is sure that his parents love him, the chances that he will ever be tried in a juvenile court are small.

There has been a good deal of talk lately to the effect that we should get tough with our juvenile delinquents. There is also talk, and some action, about getting tough with the parents; Senator Hendrickson's committee even has a bill forbidding the parents of delinquents to flee from their responsibilities across state lines. It is not likely to be more effective than other types of Mann Act legislation. The best that can be said for such a law is that it points its finger in the right direction. Patience, love, understanding and other nonpolitical qualities are the ultimate answer to this national problem. The best use of toughness is for parents to get tough with themselves.

# THANK HEAVEN FOR PUERTO RICO

One eyewitness of the shooting-up of Congress last week was Representative Edna Kelly (D., N.Y.). "No one can tell me there were only six gunmen," says her report (there were four). "I saw several more than that." Moreover, Mrs. Kelly knew at once what moral to draw from this grim business. "The Puerto Rican issue is a tough break for Hawaii and Alaska," said she, "but I'm going to switch my stand. No statehood for non-Americans. From now on, I'm against it."

Mrs. Kelly's farrago of nonsense contains one notion worth noticing: "The Puerto Rican issue." Now just what might that be? There is, to be sure, a Puerto Rican problem in New York City, where some 300,000 recent immigrants have yet to be assimilated. There is also the problem of the few hundred Puerto Rican Nationalist fanatics like Lolita Lebrón; and there is the problem of the racial prejudice which some mainlanders still harbor against any dark skin—a prejudice which is probably the root cause of the Nationalists' political insanity.

But Puerto Rico itself—that's no issue. It is instead one of the few spots on the globe that all Americans can feel happy and hopeful about these days. A decade ago it was an issue (LIFE, Mar. 8, 1943). Indeed it was a scandal of slums, disease, overpopulation and poverty that one Senate committee actually called "unsolvable." But it was not unsolvable, for the Puerto Ricans are solving it.

According to a Chase National Bank report last year, Puerto Rico's increase in living standards since 1942 "tops that recorded anywhere in the world for the decade." The figures show a 70% gain in real income per capita, despite a population increase of 18% in the same period. Anyone who has been lucky enough to visit the island recently will attest the miracle. Puerto Rico's standard of living is now the highest in the whole Caribbean area; according to some authorities, it is the highest in all Latin America except for oil-rich Venezuela. Since 1948, when Governor Luis Muñoz Marín launched his famous "Operation Bootstrap" for industrialization, 260 new factories have been built, about 50,000 jobs have been created, and the national income has risen by one-third. The rate of this induced boom continues to rise every month.

Nor is the miracle measured in dollars only. Since 1940 the Puerto Rican death rate has been halved, life expectancy increased by one third (from 46 to 61), school enrollment increased by 58%, paved roads by 62%, and new building starts by 520%. The building boom shames the mainland's both in relative scope and in architectural taste. There is still plenty of poverty and uphill work (*jalda arriba*) between Marín and his last campaign promise of \$1,500 minimum income per family. But the average income is already around \$2,000 per family vs.

\$3,100 in Mississippi. And the new industrial jobs and agricultural reforms have already begun to deproletarianize the people, with the result that the birth rate is falling of its own accord, and the end of mass emigration is in sight.

Muñoz Marín and his followers (the vast majority of the people) don't want to be a colony, a state or a nation. They want (and have) what he calls a "political mutation," a self-governing commonwealth freely associated with the U.S. This gives them some lucky advantages over other Latin countries, notably a stable currency, free trade with the States and no defense costs, while their tax autonomy enables them to offer new industries special tax concessions, a powerful lure. But Puerto Rico has another asset that can't be ascribed to luck. Like the lady mayor's nice custom of sweeping San Juan's streets twice a day, this asset could be freely imitated by any other Latin country, though few have done so. It is the honesty of Muñoz Marín and his government. There is, or was, a coconut in a San Juan shop window, carved in the governor's likeness and tagged "not for sale at any price." Whatever his experience with bribery in the rest of Latin America, no American businessman doubts this. Such confidence is not earned overnight. It is the best of many reasons for betting on Puerto Rico and being glad of its free association with the U.S.



PICTURE OF THE WEEK

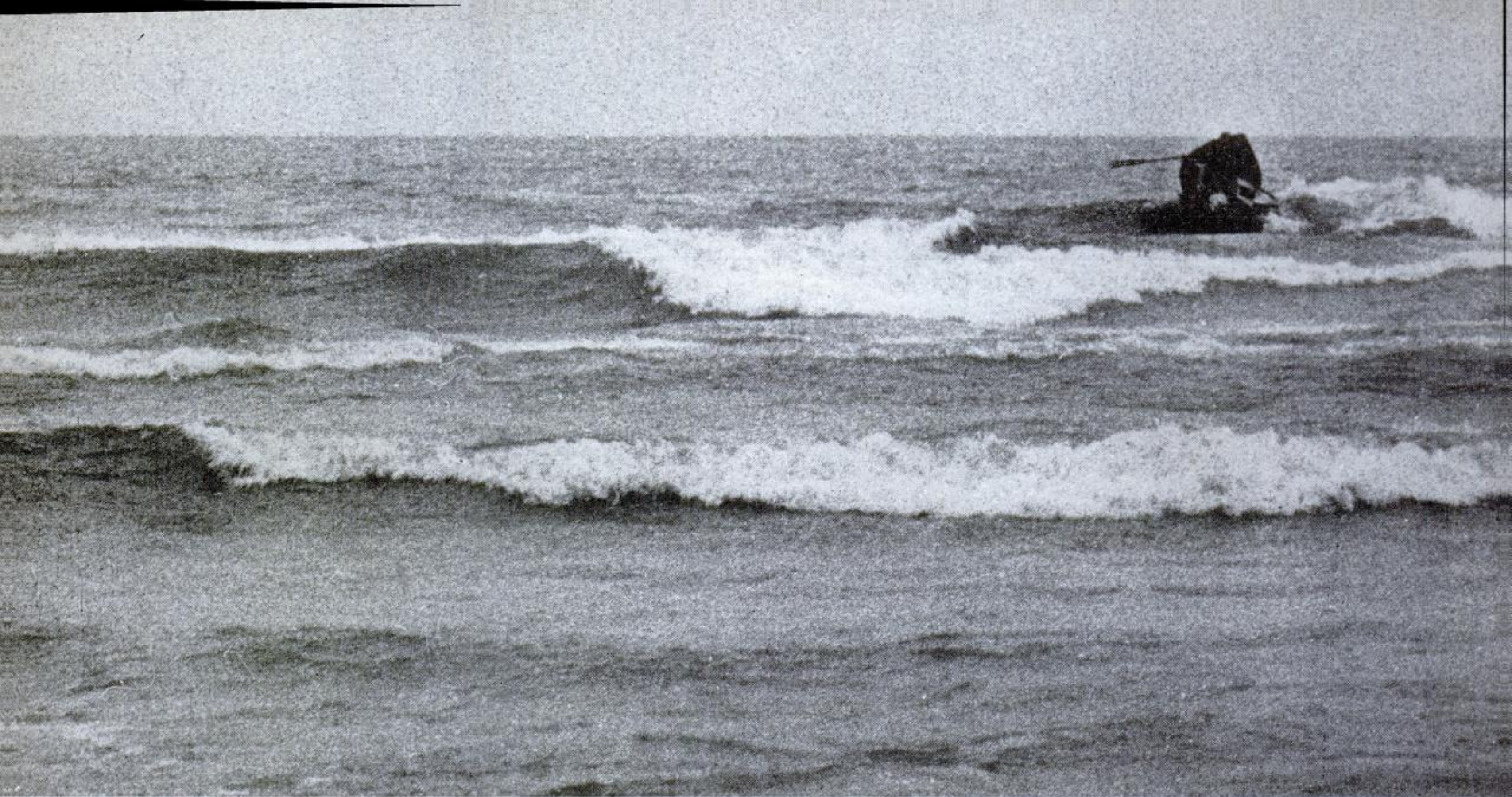


## JUSTICE UNSHOD

During a blizzard last week in Cleveland, Common Pleas Judge Parker Fulton stepped into a puddle. Not wishing to impede justice but not wanting to catch cold either, the judge took off

his shoes at court and presided with bare feet hidden behind the bench. At recess, the bailiff bought a pair of slippers, restoring warmth to His Honor's feet and dignity to his court.





**WINDY SEASCAPE** on Lake Michigan shows a 15-foot rowboat breasting the waves after picking

up fisherman Fred Carr Jr. and Navy seamen William Elkington and William Statham, whose fishing

boat had capsized 200 yards from shore at Gary, Ind. The men were rescued by 75-year-old Fred

## STORMY WINDS, SNOW AND WATER

Falling rain, which turned into ice and 20 inches of snow and the Midwest's worst blizzard of the winter, struck Cleveland last week with a force that beat pedestrians to their knees. Elsewhere, in communities where it was not frozen stiff, water made a splash by going up instead of coming down. In Los Angeles it spurted up from a broken fire hydrant with enough power to jack up an automobile and balance it in mid-air. Near Grand Coulee, Wash. it sprayed up in a big plume when a waterfall ran head-on into a 50-mph wind that turned it upside down. On icy Lake

Michigan it figured in an accident—and a courageous rescue. A big wave, kicked up by high winds, upset a boat containing a fisherman and two companions who clung helplessly to the capsized craft until the fisherman's aged father braved the breakers and saved them.

All this added up to a lot of water. But in Lyon, France even a little water was too much for a 36-year-old suspected swindler named Roger Hof, who jumped from the roof of a five-story building when police sent a fireman up a ladder with a fire hose to flush him out of his hide-out.



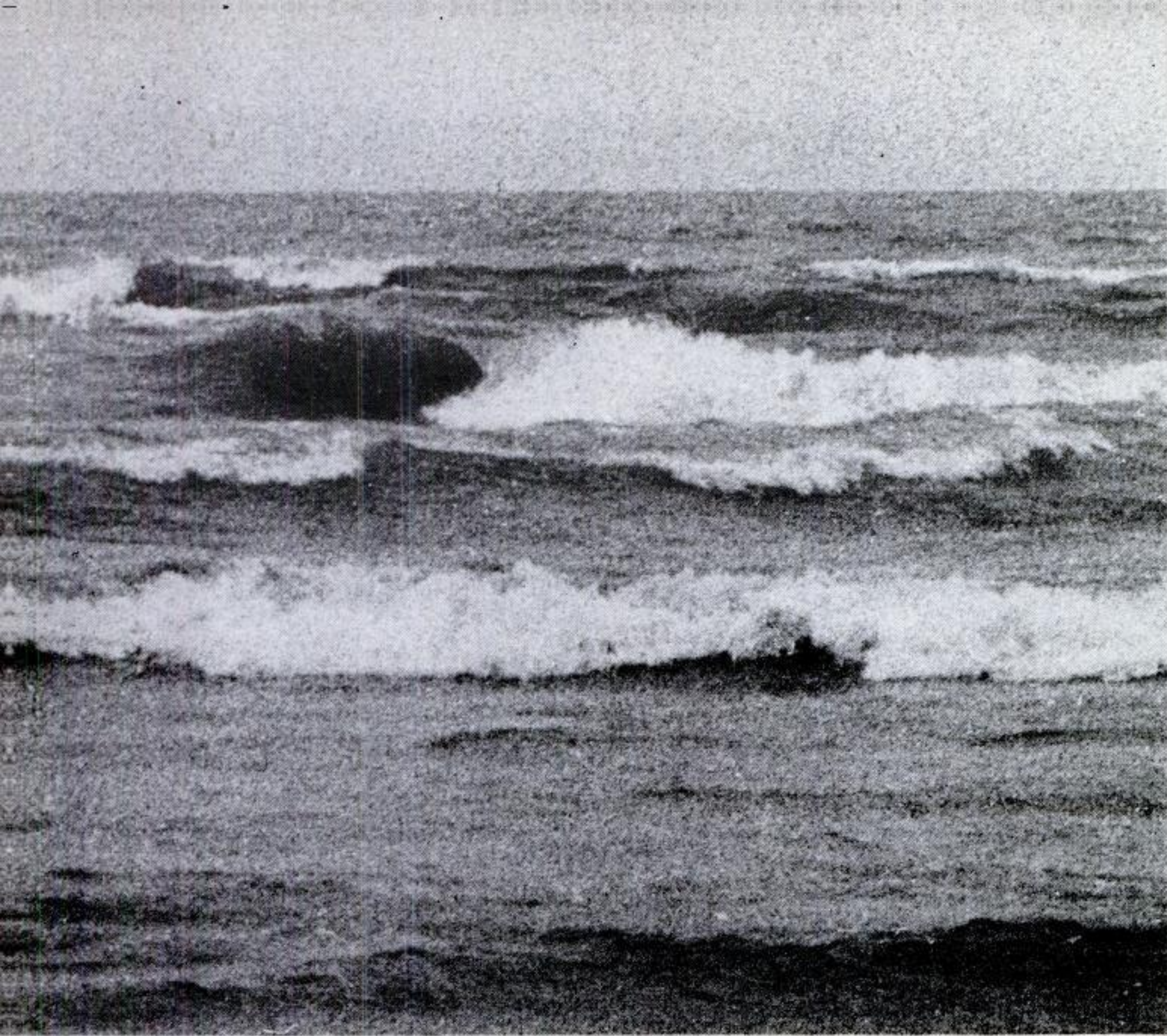
**HOISTED BY WATER** from fireplug with which it collided in swerving to avoid another car, an

automobile in Los Angeles, is briefly upended. Driver Jean Reiser climbed out unhurt but well soaked.



**BUFFETED BY SNOW**, a woman in Cleveland is thrown to pavement by accompanying 50-mph gale.





Carr Sr., who reached them after they had spent nearly 25 minutes in the icy water. He brought them

most of the way to shore, but waves finally swamped his tiny boat and people waded out to help him.



**REVERSED BY WIND**, a waterfall on high cliffs near Grand Coulee, Wash. goes up instead of down.

**THREATENED BY WATER**, Hof defies police by making jump. Wires broke his fall and he survived. →







**TUMULTUOUS WELCOME**, arranged by an advance team, greets Billy at the Waterloo Station.

**TWO YOUNGSTERS** (*below*), regular members of a Pentecostal sect, respond to emotional appeal.



## A NEW BILLY, HIT IN LONDON

When U.S. hell-fire-or-heaven revivalist Billy Graham opened shop in London, the British winced. Newspapers called him "Jesus Inc." and "the hot gospeller." They also noted that he had hired his hall for three solid months, which seemed rather a lot of Billy Graham.

But Billy had changed. He had slowed down his machine-gun delivery, no longer paced restlessly about roaring into his lapel microphone. Instead he offered a call, Biblical but mild, for a return to faith. "Would it not be grand," he asked, "to see our trains and coaches filled with people singing Christian hymns as they did in the days of Wesley?" He was, admitted the *Times* of London, "almost demure." London loved the demure Billy. Nightly he packed them in at his 11,000-seat auditorium.





**PASTORS AND PARSONS** of the Church of England and other denominations come with their families to hear Graham. They support Billy in hopes that

his impassioned preaching will reawaken London's lagging religious zeal and thus bring new life to their own local churches, which have been losing members.



**AT A PARTY**, British clergymen come to get acquainted with Billy. Many of them, accustomed to port, at first turn their backs on the teetotalist fruit juice.

**ALL DRESSED UP**, Billy, wearing white tie, listens to the Bishop of Barking in his clerical gaiters. →







**FRIENDLY GREETING** is given to Dorothy by other lobbyists in the Michigan senate gallery. The

youngest lobbyist in the state's history, she works for Young Democrats, who pay only her bus fare.



**DOROTHY ARGUES WITH REP. LOUIS CRAMTON**

## A START FOR DOROTHY

### Coed joins Michigan lobbyists

In Lansing, Mich. a pretty 20-year-old girl began what she hopes will be a fruitful political career. Dorothy Myers, political science major at the University of Michigan, popped into Michigan's state legislature (*left*) this month and registered with other legislative agents (lobbyists). An honor student and a night editor of the college paper, she is lobbying for a constitutional amendment allowing 18-year-olds to vote. Twice a week she takes a bus to Lansing to sit in on a senate session or to badger legislators into backing the bill. The legislators don't mind being picked on at all and often pick up her dinner check in return.



**CLASSROOM SNACK** enables Dorothy to go right from college to the state capitol, 74 miles away.





VERNA MAE MADE DAILY TRIP TO BANK IN 1915

## FAREWELL TO VERNA MAE

### Old cashier leaves Firestone

In Akron, Ohio a spry 72-year-old lady closed a long and successful business career. Fifty years ago Verna Mae Greer applied at a small carriage-tire shop for a job. Business was bad, but the owner, Harvey Firestone, hired her anyway. Firestone's business and Miss Greer's duties expanded mightily. Last year, as cashier for the entire Firestone Company, she signed checks for over \$500 million and was herself one of the best paid women in the rubber industry. But on March 1 she retired. Her last day started off with a deluge of flowers and ended with a huge banquet where Miss Greer's initial was stamped in everybody's ice cream.



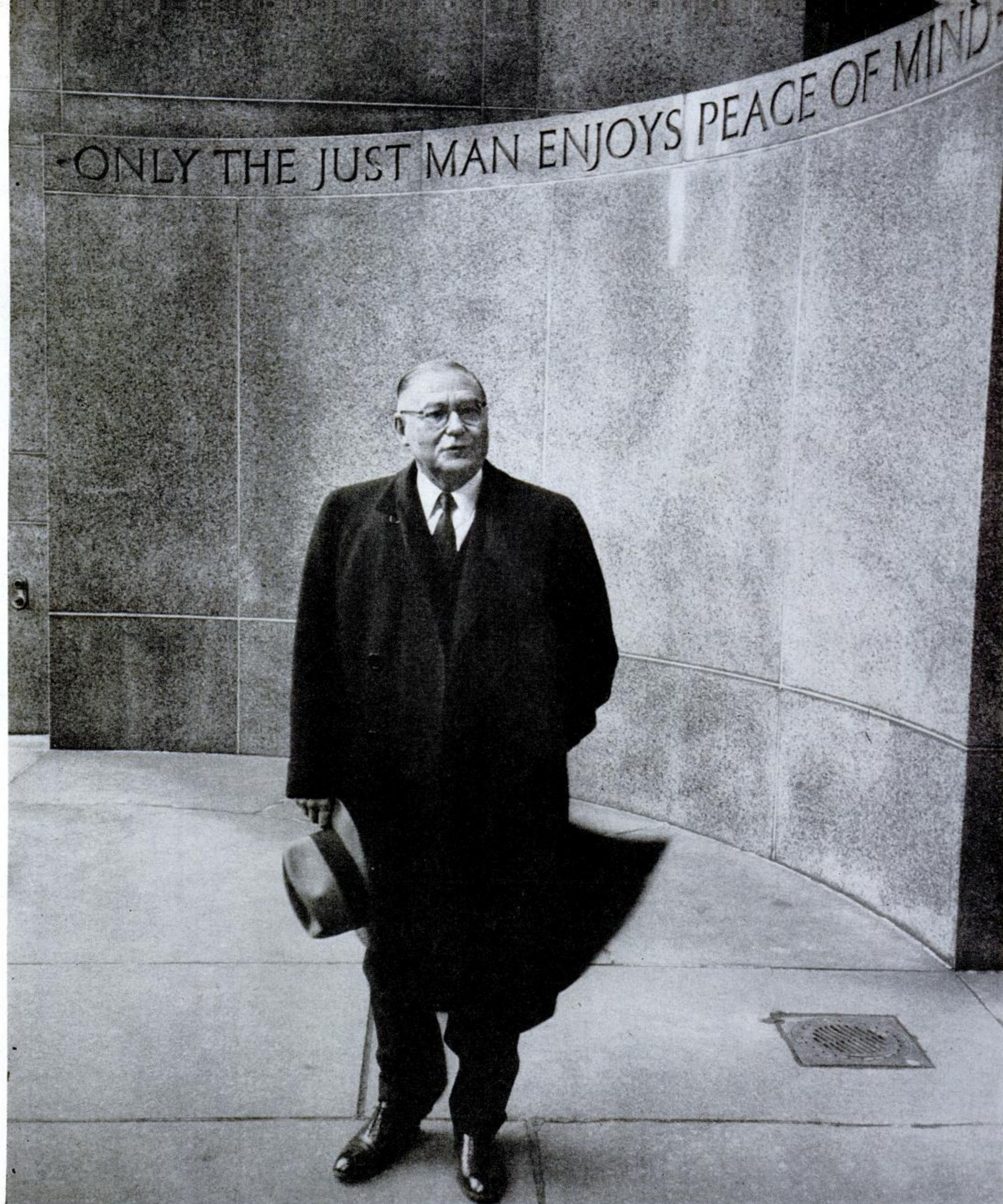
**FLOWER-FILLED OFFICE** greeted Miss Greer on her last day. The firm gave her a platinum pin.



**PARTING KISS** is given Verna Mae by Edwin Thomas of the personnel department. She hopes to

visit firm's plants all over the world. "I've signed their checks," she said, "now I'd like to see them."





## A \$2,000 SAVED IS A \$194,000 EARNED

The commission Governor Thomas Dewey had set to inquire into the financial dealings behind New York's harness racing scandal (LIFE, Nov. 16) last week flushed a succession of big political names. Dewey's own Secretary of State Thomas J. Curran admitted that he had been paid \$10,000 just for introducing two men involved in a race-track sale. Several county Republican bosses and a couple of Democrats revealed that they had profited hugely from the lucrative raceway stock.

But the biggest name was J. Russel Sprague, former G.O.P. national committeeman and party leader of Nassau County. It was already known that in 1946 Sprague had sold some raceway stock because he felt it might compromise his political situation. Last week he revealed that the

stock had cost him \$2,000 the previous year and he sold it for \$196,000. But, the commission learned, Sprague secretly acquired another block, using dividends produced by the stock to pay the purchase price. His daughter also held 10,000 shares under another name. Last fall, when the track scandal broke, Sprague resigned as national committeeman because of his raceway connections. Under cover he sold his own and his daughter's stock, making a \$64,000 profit for himself and \$147,500 for her.

Leaving the inquiry last week, Mr. Sprague paused in front of a chiseled aphorism (*above*), made no comment on his testimony. Governor Dewey, for whom his own commission's findings may be political poison, said he would take no action until the commission's work was completed.



Simple to serve... simply delicious!

# Soup for Lunch

CAMPBELL'S TOMATO SOUP  
Hamburger • Milk



"Keep a full SOUP SHELF for quick, easy meals!"

"For lunch or supper I usually pick a soup and plan a meal around it. I keep the family's favorite soups always on hand. And of course I'm never without Tomato Soup and Cream of Mushroom—I use them so much in my cooking."

**In just 4 MINUTES... it's ready!**

When that big, tempting bowl of good hot soup comes on the table, the meal is practically made! For soup makes a hit with the whole family. It's delicious . . . nourishing . . . thrifty . . . a perfect *cinch* to prepare. And variety a-plenty . . . 21 Campbell's Kinds to choose from. . . Try it! They'll love soup for lunch!

**Campbell's SOUPS**



22 ways to cele

# DEL MONTE BRAND Spring

See! All these flavor values have Mother Nature's big red "stamp of approval" -- the DEL MONTE Brand





brate Spring!

# GARDEN SHOW

Hey, look what spring has brought to town! The season's biggest and brightest canned food event.

No green thumb needed to take home prizes galore from *this* garden show. Just bring your eye for value, your taste for flavor, and your mood for shopping fun. Grocers are ready! Displays are waiting! Only one thing needed to make the show complete. *YOU!*

Pep up tired winter appetites with these delicious fruits, vegetables and juices. Get plenty while the getting's good!

Values, values, and more values! Such a wonderful assortment even grocers' wives get excited!







## There's something **"SPECIAL"** about a Birds Eye fish dinner!

You can fix it in 20 minutes flat! But that's only *one* reason-why a *Birds Eye* fish dinner is special. The makings themselves are *super* special:

The Sea's Noblest Fish are cleaned, filleted, quick-frozen immediately after the catch. The sweet white meat reaches you actually *ocean-fresh*.

America's Finest Potatoes are sliced and French-fried by Birds Eye. They come to you in crisp, golden slices, ready to heat and eat.

Best-of-the-Crop Spinach is showered clean as a whistle by Birds Eye. Tender, crisp; tastes right out of the garden. Try it—whole-leaf or chopped.



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*Better buy Birds Eye and get that something **"SPECIAL"***



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OPTIMISTIC AND CHEERFUL, SECRETARY HUMPHREY OFFERS LONGEST TAX BILL IN HISTORY AS THE FIRST U.S. TOTAL TAX REFORM

# HOW NEW TAX BILL CAN PROMOTE PROSPERITY

**Treasury Secretary finds we are coming out of our economic transition successfully, describes how proposed reform in taxation encourages better business and more jobs**

by **GEORGE M. HUMPHREY**  
*Secretary of the Treasury*

**W**HILE I was working in my office the other day a businessman called me up from California. A large manufacturer, he had just come out of a meeting with his board of directors. "I want to know," he said "whether or not the tax revision bill will be passed by the Congress. Can you give me any assurances that it will?" Naturally I could only say that I didn't know, but that I felt strongly that it should be.

When I asked him why, he said, "Our business has been slowing up. My company wants to spend several million dollars in a big sales campaign to get things moving again. If we are sure the new tax program will pass, the board of directors will approve the expense. If not, I doubt that I can talk them into it."

We get many such calls. In fact every day somebody telephones to ask the question, "Will we get that tax revision?" A widow called. She had a small savings account which she wanted to invest if she could only be sure that she would be relieved of double taxation (see box, next page) on the small investment she already had. The other day a food processor flew in from the Midwest to see us. His firm had developed a new product and he brought along a sample for me to taste. "We have tested this stuff in every way," he said. "We know we can produce it and we are ready to build a brand new plant and hire several thousand people to make it and market it. But under present tax depreciation provisions, the risk would be too great."

The interest of these people and thousands of others in similar dilemmas shows what is at stake in the decision on taxes now before the Congress. In my opinion our tax program is a key to whether or not this country stays strong and growing. This program will breathe into

American industry a new incentive that will create more and better jobs, more and better products and above all will bring our money affairs to a level of sanity.

We have worked for more than a year on this program. President Eisenhower stressed the importance of tax revision in his first State of the Union message. The House Ways and Means Committee, under the direction of Chairman Daniel A. Reed, and the Joint Committee on Internal Revenue Taxation began working together early in 1953. Last summer the Ways and Means Committee held some 50 days of hearings and heard testimony from more than 1,000 witnesses. Recommendations for changes were prepared and fully considered. That work has now been completed. The finished bill is being reported this week to the House of Representatives. It is a good joint product of the Congress and the Administration working together.

The philosophy behind this program is precisely opposite from the philosophy that motivated the financial conduct of the government of the '30s and '40s. During this period the government repeatedly resorted to deficit financing. This simply means living beyond your income, and it is just as damaging to a government as to a family. Suppose a father and mother called their children together and said, "Now look, kids, we are going to spend a lot of money this year. Instead of spending only what we can afford, we are going to spend more than we can afford and we are going to borrow the rest. The borrowed money won't come due until we are dead and gone. Your children and your children's children will have to pay it off."

That's what the nation was doing. We were borrowing in this



everywhere  
you roam  
take your  
Webcor



#### WEBCOR HOLIDAY

At home or afar, life's always more fun with this glamorous Webcor HOLIDAY at hand... to summon the world's most superlative music to instant, full-bodied life. It plays all 3-speed records flawlessly... 4 solid hours of listening enchantment for you at one sitting.

Its powerful turntable motor (for accurate speeds)... its 3-tube amplifier and 5-inch speaker... its nonslip turntable... all combine to make it truly a marvel of power and precision. And how effortlessly it changes records!

In burgundy or forest green, this chic HOLIDAY is light, compact, astonishingly durable. No wonder this gay globe-trotter's passport reads: "The world's most popular portable Fonograf." \$89.50\* \$89.95 West

#### WEBCOR JUBILEE

For kitchen, living room, den or wherever, the light and compact JUBILEE is always right at home! Plays all 3 speeds... 10 LP records up to 4 hours. A splendid 3-tube amplifier and 5-inch speaker. Just listen to it... and when you do, note too, its smart styling and soft coloring. Blends well with any decor. \$69.50\* \$69.75 West

#### WEBCOR MIDGE

It's really keen... this 8-pound MIDGE! Plays all 3 speeds, has one-knob volume, on and off control and powerful, well built motor. Excellent tone quality. Built for many years of joyous handling, the MIDGE is Underwriters' Laboratories-approved as 100% safe. Ideal for the younger set! \$29.95\*



all music sounds better on a

# WEBCOR

\*Prices subject to change without notice

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## New tax program would help individuals

**MEDICAL EXPENSES:** Under the proposed program all medical bills above 3% of total income (instead of 5% as at present) would be deductible, and the maximum amount allowed to any family raised from \$5,000 to \$10,000. Saving: \$80 million.

**PENSION EXEMPTIONS:** The first \$1,200 of income for one million ex-teachers, and other retired persons, would be tax exempt. This would save them \$125 million.

**WORKING PARENTS:** Allowances of up to \$600 for baby-sitting costs during work would be made for widowers, widows or wives of incapacitated husbands (totaling 400,000 persons), saving them \$40 million.

**WORKING DEPENDENTS:** Children of any age still in school could earn more than \$600 a year without the parents' losing them as exemptions as they do now. Saving: \$75 million.

**END OF DOUBLE TAXATION:** The present system taxes a company's profits and then taxes them again as dividends to 6,500,000 stockholders. The plan proposes that \$50 the first year and \$100 thereafter of dividend income would be exempt, and 10% of the balance of all dividends could eventually be deducted from taxes. Estimated saving: \$240 million first fiscal year, eventually \$800 million.

## Tax benefits for business too

**DEPRECIATION WRITE-OFF:** The plan would encourage businessmen and farmers to build new plants and buy new machinery by letting them write off two thirds of the cost during the first half of the property's life. Estimated saving to them in the first year: \$240 million.

**LOSS CARRY-BACKS:** These permit a company to offset one year's losses with the previous year's profits. Humphrey would extend the carry-back from the present one-year limit to two, saving \$100 million.

**INVESTMENT ABROAD:** Foreign ventures by U.S. capital would be encouraged by taxing profits on them at a rate 14 percentage points below domestic ones. Saving: \$150 million.

**AID TO FARMERS:** They could deduct from income the entire cost of everything spent on improving their land. Estimated saving: \$10 million.

## HUMPHREY'S TAX BILL CONTINUED

generation and putting the burden of raising taxes to pay off the loan on to the next. We have been mortgaging our children's future; we have been getting a free ride on the young people. If the old folks want to saddle the young folks with this extra future tax load, and if the young folks want to take it, that might look—momentarily—like an easy way out of the problem. But I don't want it that way myself. I want to pay my own share. To pay our own share we have to pay as we go and, like the American family, pursue the fundamental economic law of living within our income.

The first step in this direction, after fully providing for the costs of our national security, is to reduce the cost of government. There are two ways to do this: 1) drop people from whom the taxpayers are not getting full money's worth or whose jobs are not necessary, 2) stop buying things for which the government is not getting full value or which it can get along without. We have already made big strides in this direction. Our budget for the coming fiscal year shows a reduction of more than \$12 billion from the spending plans of the last administration. Though we will not be able to balance the budget in the coming fiscal year, our budget's deficit of \$2.9 billion is \$6.5 billion less than the \$9.4 billion deficit of the last fiscal year of the previous administration.

These governmental savings, of course, cut down the number of jobs paid for with government money. This creates serious problems for each person affected. So new jobs in private enterprise must be created as rapidly as possible for those released by the cuts in what the government spends.

A lot of men and women have been employed making military equipment. Now many of those people can be transferred to making the things that can be used in peaceful pursuits. It is this transfer which the country is now going through and which necessarily creates some temporary unemployment. Some people have called it a recession. It really is a transition during which the

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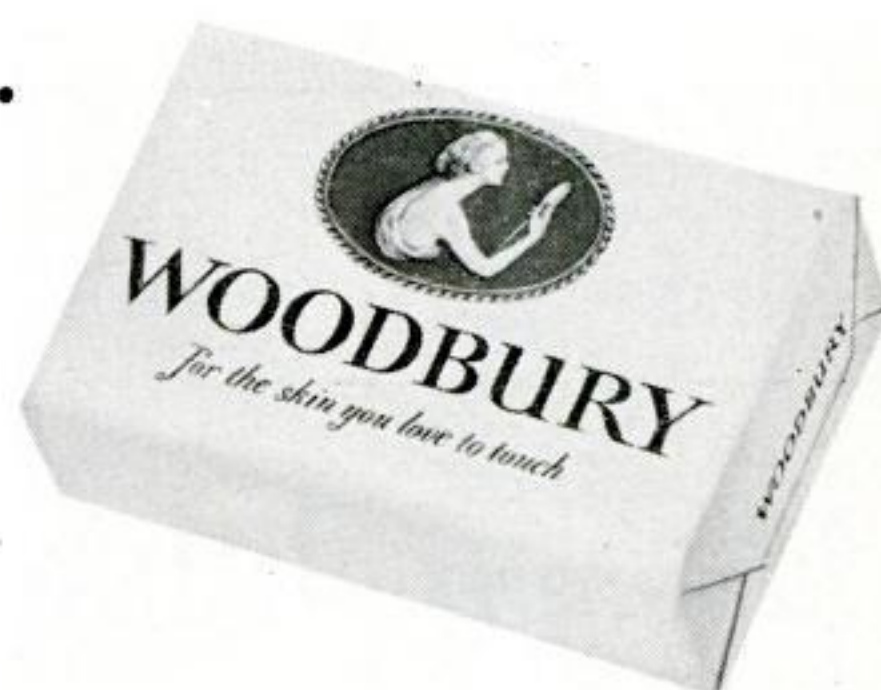
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**Now you know how smooth your skin can be...**

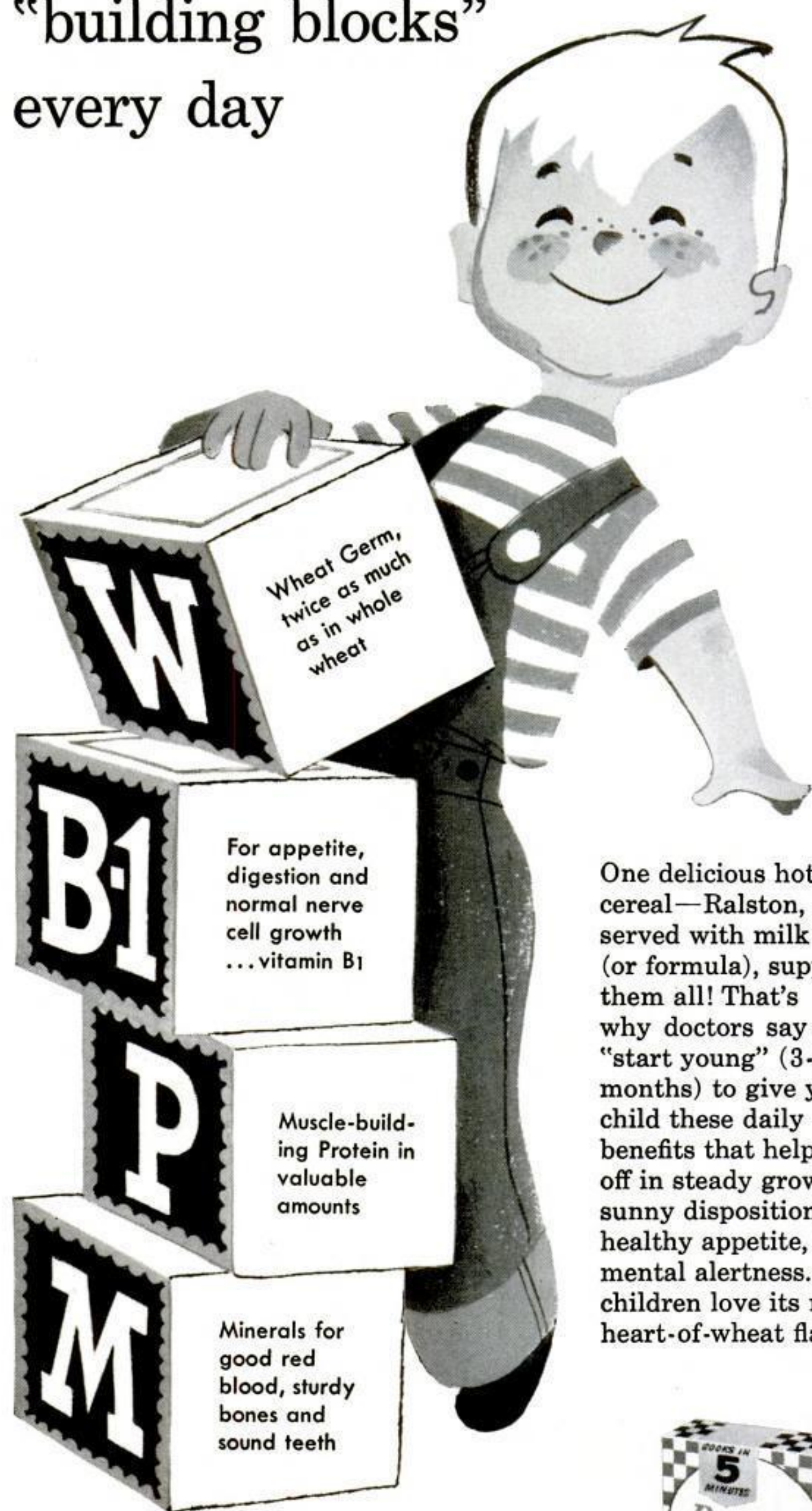
Unwrap a cake of New Woodbury Soap. Smell its delightful fragrance. Discover the richest softening lather your face has ever known. For this lather is enriched with seven face cream oils and emollients, intended to help replace natural oils you ordinarily wash away. (What a blessing for dry skin!) Use New Woodbury, then touch your face. See how satiny smooth it is. See how it glows with fresh beauty. Then use gentle New Woodbury in your bath, for the same smooth loveliness from head to toe. It's the new luxury in lather. It's New Woodbury Soap...*"for the skin you love to touch"*!



**New Woodbury Soap is enriched with 7 face cream oils**



Easy way to be sure  
your child gets  
all these healthful  
"building blocks"  
every day



One delicious hot cereal—Ralston, served with milk (or formula), supplies them all! That's why doctors say "start young" (3-6 months) to give your child these daily benefits that help pay off in steady growth, sunny disposition, healthy appetite, mental alertness. And children love its rich heart-of-wheat flavor!

Every spoonful contains a  
double helping of wheat germ...and

**Instant Ralston**  
cooks in 10 seconds...good news for busy mothers!



RALSTON PURINA COMPANY, ST. LOUIS, MO.



**CHIEF PLANNER** for new program was Undersecretary Marion Folsom, ex-Eastman Kodak treasurer, who has been working on it ever since last spring. He did groundwork for final proposal.

#### HUMPHREY'S TAX BILL CONTINUED

billions of dollars' worth of spending by the government is transferred to spending by the millions of private individuals whose taxes have been cut.

It means transferring men from jobs making things for killing to jobs making things for living.

There are many good signs that the transition—difficult as it is—is being accomplished without generally serious trouble.

The new tax program will help to ease the transfer.

Let's consider the average family with savings to invest. The rate of individuals' savings in this country is running at record peacetime levels—\$18 billion last year. If invested, those savings can be a big source for providing more and more jobs through creating new farms and factories and other places to work. Under the present tax laws, investment in ownership shares of American enterprise is taxed twice. This is the only case of double taxation in America. It penalizes investment in common stock which is so vital to raising money for new ventures. Our new program begins to cut down this double levy and so helps create more jobs.

About two thirds of the tax reductions from our new proposals will go directly to millions of individual taxpayers suffering from special hardships and unfair provisions. There will be larger deductions for medical expenses and special deductions for working widows for the cost of baby sitters. Heads of families will receive benefits so that the death of a husband or wife will not bring a sharp increase in taxes at a time of great personal distress. Parents will be able to claim a child as a dependent even if the child makes over \$600 a year in helping to earn his own living or working his way through college. Fairer consideration will be given income from pensions, and there will be a tax exemption up to \$100 a week of amounts received as sickness and accident benefits.

Farmers' soil conservation expenses will be given more liberal tax treatment. Farmers will be able to write off depreciation on their equipment faster and so be in position to buy new and better farm implements and tools.

The tax problems that these provisions are intended to answer have brought a lot of people to my office. One was a policeman's widow who represented a private group pension plan for widows of policemen and firemen. Under the present tax law, her group is meagerly treated compared to the tax advantages of those who fall under social security. She rightly thinks her group should get a better break, and if the Congress puts our program into law, it will.

We believe that further tax reduction should be made just as soon as further cuts in government spending are in sight. Taxes should go down by the reduction of rates all along the line so that all taxpayers are fairly treated.

It would be unrealistic to say that our tax program will be adopted by the Congress without opposition and without the danger of undermining compromises. Indeed, in recent weeks a strong pressure has been felt to substitute for this program a lush cut in individual income taxes. An argument is brewing around a proposal to raise individual income tax exemptions from \$600 to \$800 this year and to \$1,000 next year. There are three things wrong

CONTINUED ON PAGE 43



# Feast your eyes in 4 flavors

And with Pillsbury there's never an egg to add

These are the fresh, moist and beautiful cakes that women prefer above all others.

These are the most convenient of all cakes to make because you add only milk. Choice country-fresh eggs are right in the mix. These are the most economical cakes to make because you don't have to add the eggs.



Complete—Milk is all you add



These are complete cake mixes . . . really complete. All the good rich things it takes to make fine cakes are right in the mix (except milk). Finest cake flour

sifted more than 40 times, special shortenings, special granulated sugar, superb ingredients right down the line, including choice, wholesome, country eggs.

## Pillsbury CAKE MIXES

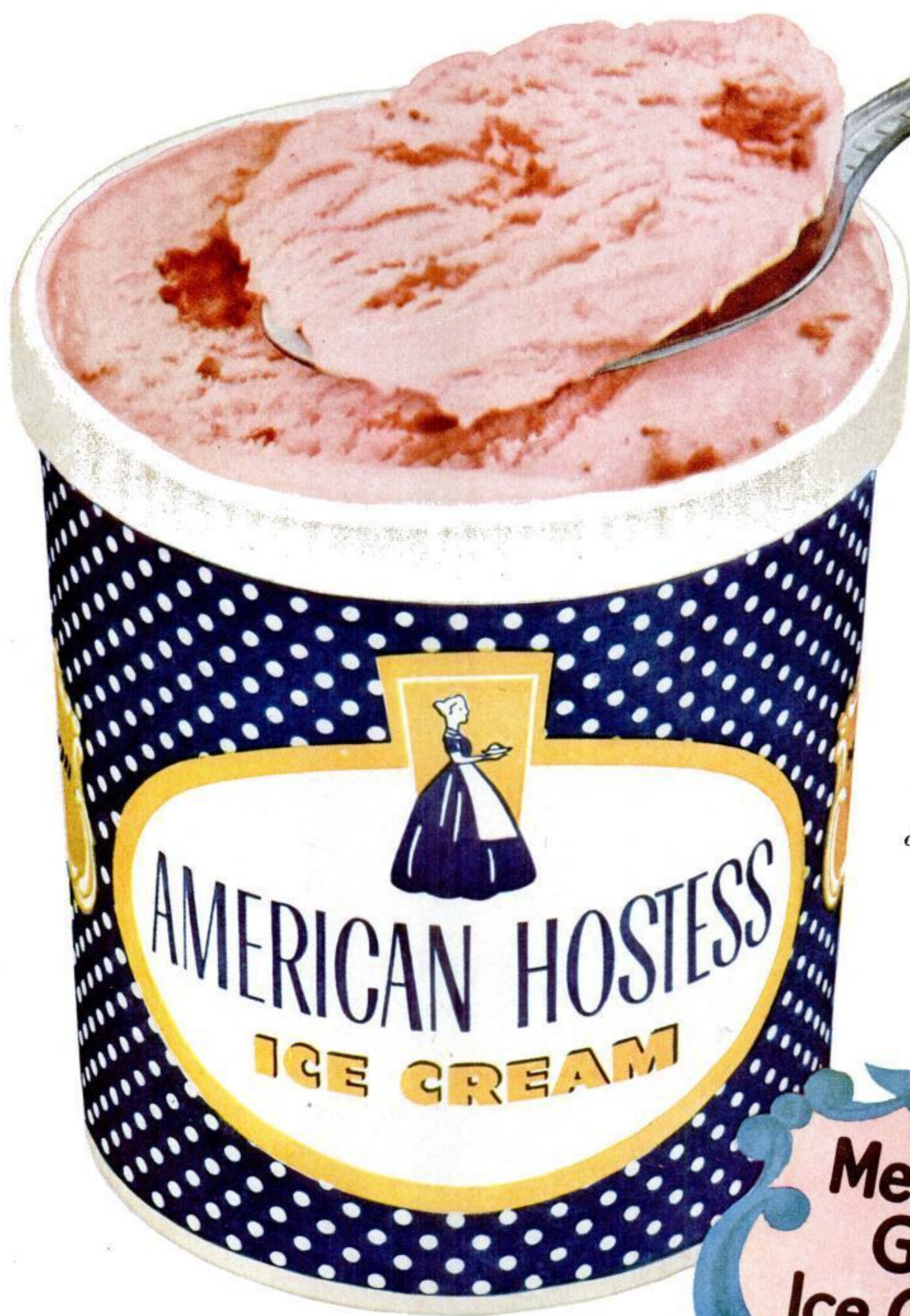
WHITE • CHOCOLATE FUDGE • GOLDEN YELLOW • SPICE



Now—a new super Meadow Gold Ice Cream—

EXTRA CREAM

# American Hostess



**33% richer in cream!**

MADE to our own special recipe, with a generous *extra measure* of thick country cream. A *brand new* ice cream—creamier, and more richly *satisfying*, than the ice cream you ordinarily buy. Costs a little more because of the extra cream. But when you want to serve ice cream with a premium quality guests can't miss, you'll choose best when you choose American Hostess! Try it out today! Ask for it wherever Meadow Gold is sold. It's m-m-mighty good!

*Your choice—vanilla,  
chocolate or strawberry!*





## HUMPHREY'S TAX BILL CONTINUED

with this idea of cutting taxes now by increasing the exemption:

1. A \$1,000 exemption would mean that about 15 million people now filing tax returns would be exempt from paying any income tax at all. That would be a mistake. All Americans ought to make some contribution to their government, in relation, of course, to what they can afford. Every American wants to pay his share. He doesn't want to pass his fair share of the load off to some other fellow. As a matter of fact, he can't. If he does, the load will become too heavy to bear for the other taxpayers with average incomes, and the unbalanced structure will all come crashing down.

2. Putting more money into the hands of consumers by raising tax exemptions is not the best way to stimulate the basic propelling force that makes jobs. Jobs make payrolls and payrolls make the money that makes for higher standards of living and pays the taxes as well.

3. The proposal of the opposition is more than the budget can stand. It would cost us nearly \$5 billion of lost revenue this year and nearly \$8 billion next year. We are just beginning to get the recurrent deficits of the past years under control. This would be the worst possible time for us to turn around and head back in the opposite direction. We would lose the confidence of all the people in the financial stability that we have gained, and confidence is vital to an expanding, growing economy. Many people forget, too, that we have already handed back more than \$5 billion of tax money for this year to the people to spend as they choose. This was done by ending the excess profits tax and cutting government spending to make possible the 10% income tax reduction of Jan. 1.

Moreover, the rest of our tax program will bring the total tax money handed back to the people this year to more than \$7 billion, by far the greatest step in many years toward lightening the tax burden of the individual citizen. Those who would have us go further into debt by excessive and supposedly politically expedient tax cuts are really telling the American people: "Never mind. You won't have to pay the bill. You can get out of your obligation." To be taken in by such a false philosophy at a time when we are not in war or in a real emergency would be a tragic mistake.

There is no magic source of free, unlimited money. All that the government spends must finally be paid by taxes collected from the people. If taxes paid this year are less than we spend this year, the excess has to be borrowed. Whatever is borrowed has to be repaid later by the collection of taxes to repay it. All that we spend this year, over and above the taxes we pay this year, will just be added to the taxes we will have to pay in a later year. We can shirk our responsibility today and not pay our share, but only by passing it along to be paid a little later. Those who die in the meantime will be ahead, if that is any comfort to them, but their share will be added to the burdens of their children and grandchildren.

This tax program is a vital part of the entire program of this Administration as proposed by President Eisenhower in his State of the Union and other messages. It is designed to make America more secure, both from without and from within, and a better, safer, more really prosperous country for us all to live in.

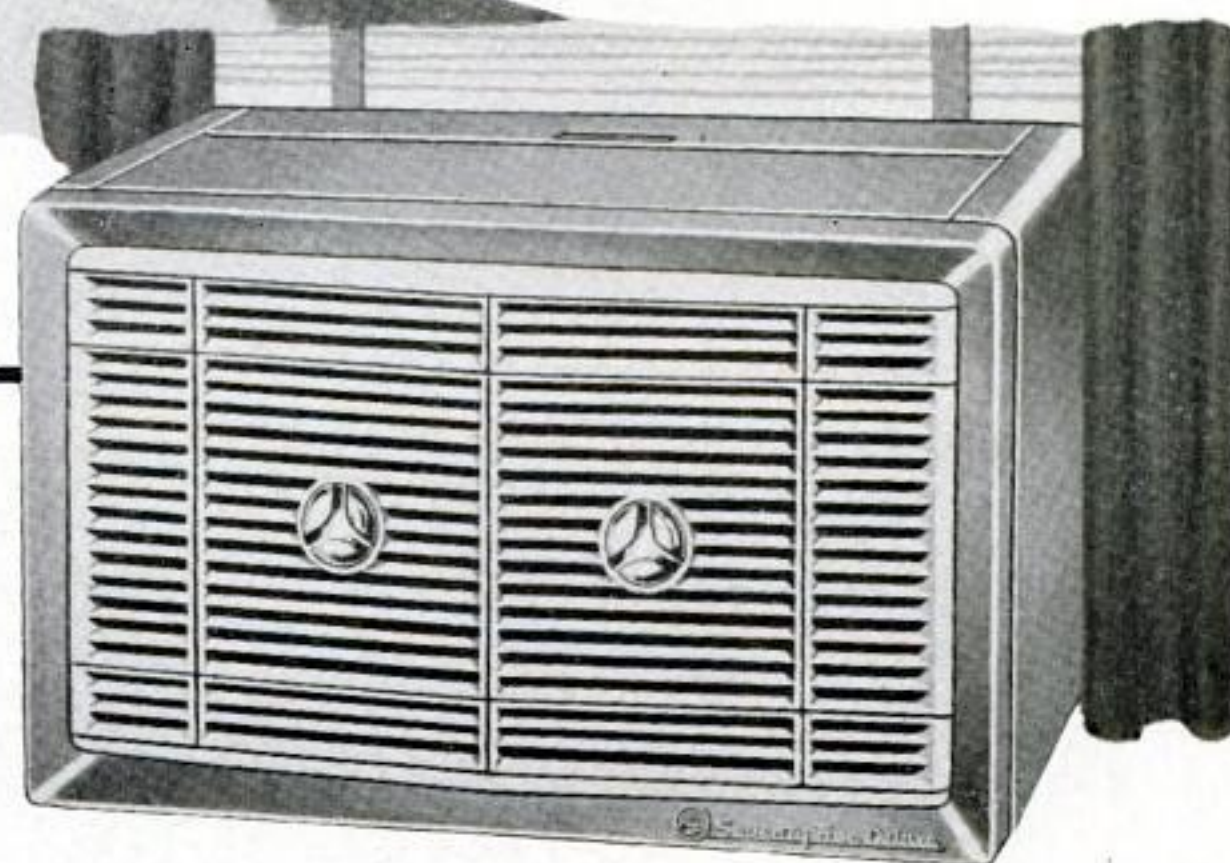


**BIG PACKAGE**, final tax bill is 875 pages, weighs 2¾ pounds. Here it is hefted by House's Tax Boss Dan Reed, whose committee heard more than 1,000 witnesses on suggested reforms.



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The all-new 1954 RCA—designed by famed Henry Dreyfuss.

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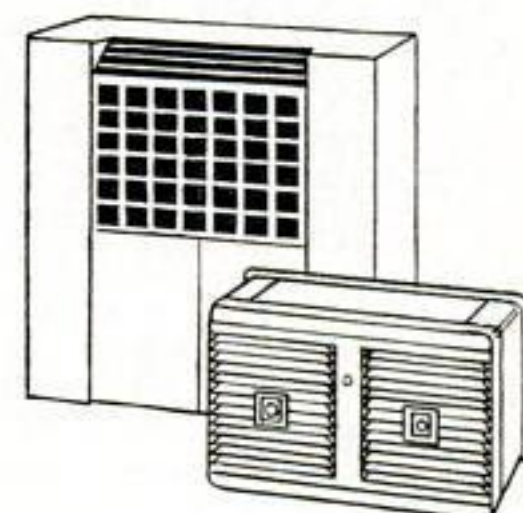
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\*Suggested list price — slightly higher in West.



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RESTORED AS PRESIDENT OF SYRIA, HASHEM AL ATTASSI TAKES SALUTE ON ENTERING THE PALACE

## A BLOODY HAIL

Syrian mobs restore old leader,

Violence marked the overthrow of the Syrian government and the return of Mohammed Naguib as president of Egypt.

In Syria, General Adib Shishekly, a dictator, was sent scurrying from the country by tribal unrest and the revolt of his army, which had previously followed him as their strong man. Hashem al Attassi, 89, who had been legally elected to office but was deposed in 1951 by the army, was brought back to the presidency. The best hope of continued peace in Syria was the army's announced resolve to take itself out of politics.

In Egypt, Gamal Abdel Nasser, leader of the army group which had deposed King Farouk (LIFE, March 8), found himself in trouble. When he and his followers tried to oust Naguib, smiling front man for their revolution,



**MOBS IN DAMASCUS** storm the parliament building where a group of Shishekly's hand-picked legislators were still debating what to do about the situation.

The debate ended when the crowd broke in and, shouting "Down with Shishekly and his followers!" chased the parliamentarians to upper stories of building.



# TO THE CHIEFS

## Naguib encounters Sudanese riot

they discovered that they had underestimated his popular strength and misjudged their own power over the army. A group of left-wing cavalry officers almost succeeded in setting up Naguib as a kind of Kerensky in a new Egyptian revolution. Hastily Nasser agreed to give Naguib back the presidency while retaining the premiership for himself.

Two days later there was another surprise: tribesmen of the Sudan, supposedly Egypt's friends, rioted against Egypt during a Naguib visit. Worried by this, Nasser reversed a long-held position, announced that the government would soon hold elections for an assembly to write a constitution for Egypt and open the way for parliamentary government. He did not say whether any parties but the official one would be allowed to take part in the election.



NAGUIB AND NASSER HOLD HANDS IN PEACE GESTURE AS FORMER IS RESTORED TO PRESIDENCY



**FIGHTING IN SUDAN** brings police out with tear gas bombs in an effort to end battle between tribesmen. Armed with spears and clubs, they used Naguib's

visit as an occasion for demonstrating against unity with Egypt. More than 100 were injured and among the 31 dead was the British commandant of police.



# LIFE ON THE NEWSFRONTS OF THE WORLD

Guatemala tries to trip Dulles, the President disputes McCarthy and an unschooled prof is degowned



TORIELLO

In Caracas, Venezuela, Secretary of State Dulles asked that the member nations at the 10th Inter-American Conference join in some kind of resolution against Red infiltration in the Western Hemisphere.

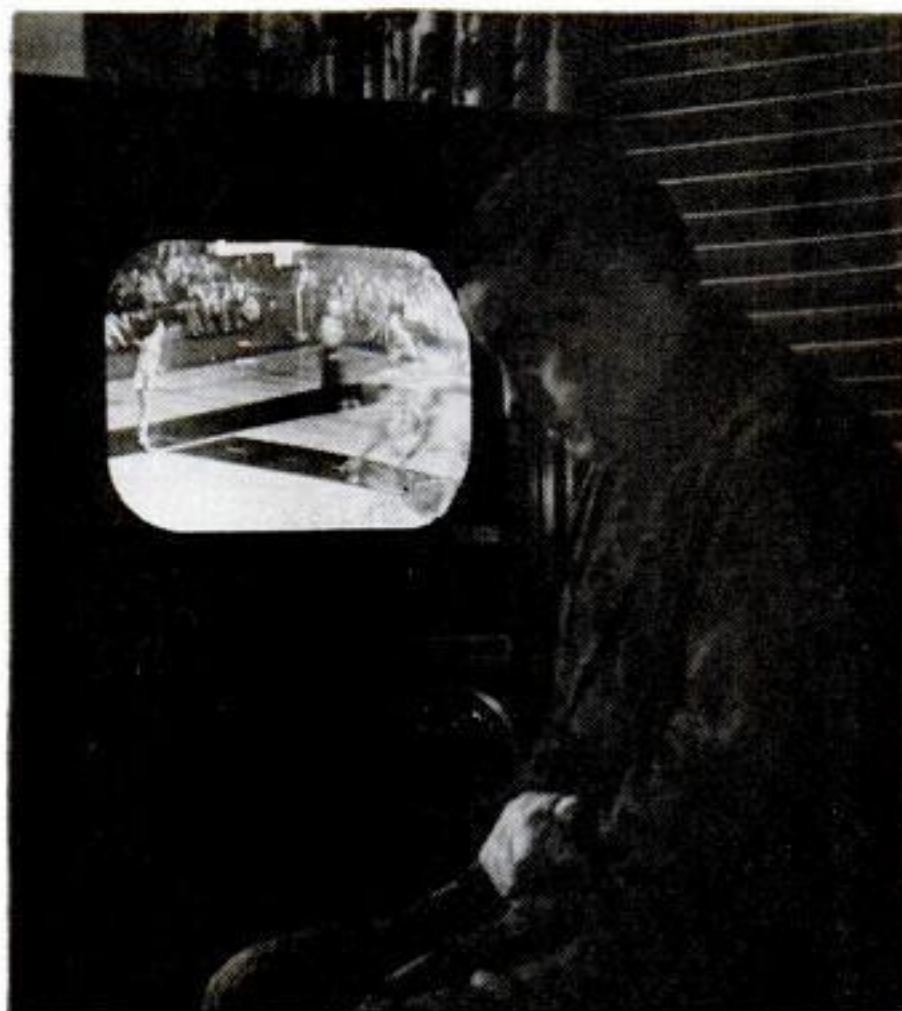
Next day Guillermo Toriello, foreign minister of Red-tinged little Guatemala, delivered a lengthy and emotional attack. He charged that U.S. meddlers were plotting to overthrow Guatemala's regime and were bringing up the issue of Communism only as an excuse to mix into Guatemala's internal affairs. Thus, by invoking the principle to which all Latin-Americans subscribe—non-intervention—he won sympathy and was applauded nearly twice as long as Secretary Dulles had been.

For reply Dulles promptly suggested the conference declare that Communist domination in the government of any American republic would be regarded as intervention by a foreign power.

**The Civil Aeronautics Board examiner decided on a six-month suspension of Arthur Godfrey's private pilot's license for deliberately buzzing the Teterboro, N.J. tower (Life, Jan. 25) and endangering both property and lives.**

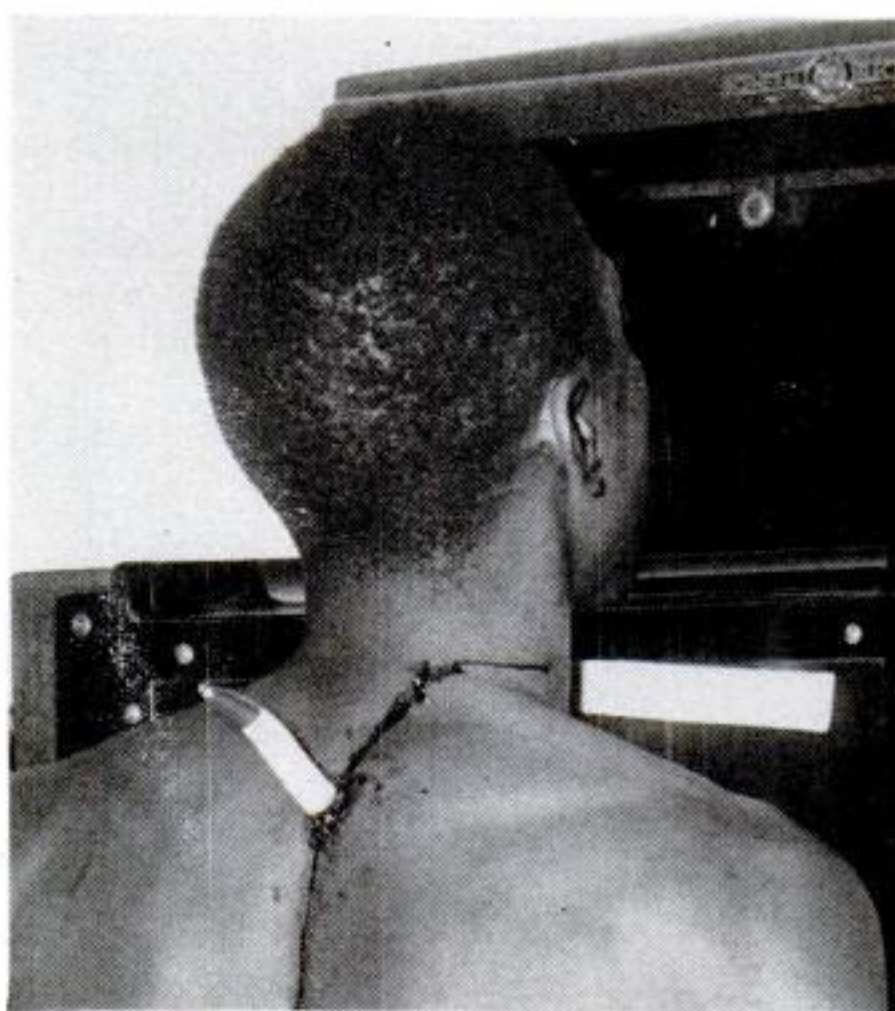
## Holman is cleared, sacked anyway

Ignoring the "not guilty" verdict of its own trial committee, New York's Board of Higher Education fired Nat Holman from his job as City College basketball coach. Their complaint: Holman was negligent in reporting illicit cash offers made to his players. Holman, who won fame in the 1920s as a high-scoring guard on the Original Celtics professional team and in coaching C.C.N.Y. teams for 33 years, won two thirds of the time, called the decision an outrage and said he would appeal.



HOLMAN TURNS TO TV TO SEE C.C.N.Y.

*The Roman Catholic Church last week tried to end a 10-year experiment with 103 French "worker priests" who got factory, mining and dock jobs in order to convert radical workers to a more religious life. What happened was that the priests became involved in labor disputes and Communist-led "peace movements." Some even appeared to be converts to Marxism. When ordered to return to clerical duties, a third of the worker priests flatly refused, at the risk of being defrocked, to turn in their union cards.*



BLOOD TRICKLES FROM BLADE IN BACK

When Melvin Scott entered Jack's Bar in Miami, he felt as if somebody hit him on the back. It didn't hurt, but when a bystander said a knife was stuck in his back he went for a medical check-up. It took two doctors to pull out the 4½-inch blade. It had gone right through his spinal column, missing spinal cord, the aorta artery and esophagus. No permanent harm seemed done.

## Re McCarthy: by Eisenhower

President Eisenhower last week took issue with Senator McCarthy. He started with the protests McCarthy made when Secretary Dulles reduced the powers of Scott McLeod. Eisenhower pointed out that the conduct of the executive branch of government is the responsibility of the President alone. Next he said he did not believe that any senior Army officers were coddling Communists. He praised General Zwicker, whom McCarthy had attacked. And he pointedly called on congressional investigators to be fair with witnesses.

Within hours the senator was before TV cameras, charging anew that alleged Communist Dr. Irving Peress had been "a sacred cow to certain Army brass" and making it clear that he would not ease up in his hunt for Reds.

The Commander-in-Chief's stand against McCarthy was not strong enough to placate all his embattled aides. John F. Kane, special assistant to Army Secretary Stevens, resigned because he felt the Administration had let down his boss in his dispute with McCarthy.

Two key deputies to members of the Cabinet resigned last week, Deputy Defense Secretary Roger Kyes and Deputy to the Secretary of State Arthur H. Dean, who negotiated with the Reds at Panmunjom until last December. Both said that they were resigning because of pressing private business. Kyes is expected to go back to an executive slot at General Motors. Dean will go back to running the law firm Sullivan and Cromwell.



KYES

## Kismet for a spurious professor

Students and fellow teachers at five colleges had respected the brilliance of quiet young Marvin Hewitt, who taught thermodynamics and relativity to graduate students. Now the University of New Hampshire has fired him—not for incompetence but for deception.

Hewitt did not teach under his own name. He couldn't, since he had never gone to college. Self-taught, he was so bright he understood Einstein's theory without formal study and he thought it a waste of time to spend years earning degrees. He "borrowed" names of real scientists, faked credentials and started teaching.

University officials who fired Hewitt thought so highly of him that they urged him to study for a degree. "That's not so easy when you have a wife and three children," said the unschooled professor, who is 31. "I just don't know what I'm going to do now."

*When the announcer tried to lift Paddy DeMarco's glove after the fight to signify that he was the new lightweight boxing champion of the world, Paddy lifted himself completely into the air, raising his shoes as high as the glove. He was feeling extra good because he had overcome both the old champ (Jimmy Carter) and the betting odds of 4 to 1 against him.*

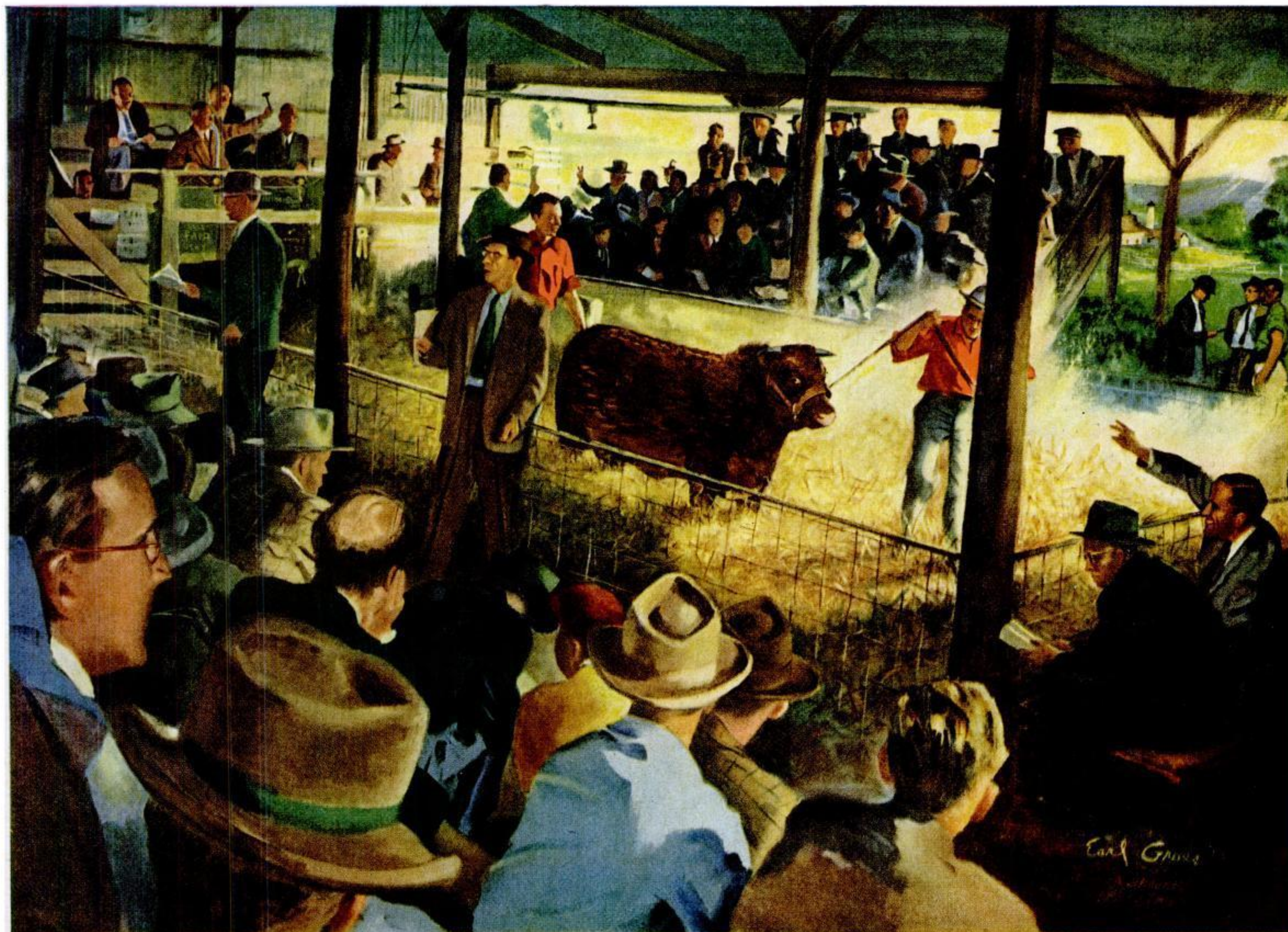


PADDY PERFORMS A CHAMPION'S LEAP



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"Famous alike for prize cattle and fine Bourbon"



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## THIS IS KENTUCKY'S FAVORITE BOURBON

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KENTUCKY Shorthorn cattle are highly regarded by experts, but Kentucky Bourbons are famous throughout the entire country. And, of all the Bourbons in Kentucky, where they have the best to choose from, whisky-wise Kentuckians made Early Times their favorite long before it became America's leading premium straight whisky. Taste the reason why. You'll find that Early Times is *hearty* but never heavy, *fine* whisky, every ounce a *man's* whisky.

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PATROLMAN FRANCIS AND A PUPPET NAMED FRECKLES SHOW AN OAKLAND KINDERGARTEN BOY HOW TO CROSS A STREET AT THE PROPER PLACE AND TIME

# New Pitch to Young Pedestrians

**A POLICEMAN-PUPPETEER SHOWS OAKLAND CHILDREN RULES OF SAFETY**

The day Patrolman Jack Francis of Oakland, Calif. was given his new assignment was the day his chief totaled up statistics showing that the number of young children hit by cars had almost doubled in a year. As a member of the police traffic education bureau Francis was to figure out an effective countercampaign. First thing he did was obvious. He studied the main causes of children's accidents—crossing a street in the middle of a block, running after playthings, getting confused by traffic lights. His next step was not so obvious: he became a magician and puppeteer.

Using his own funds at first and working in his spare time, he built a 32-foot-long, 4-foot-high collapsible set representing a little street with a school, a candy store and a pet shop. With white tape to mark off the traffic lanes and a pint-sized automatic signal to regulate traffic, Patrolman Francis sets up his diminutive street scene in the playgrounds of Oakland's elementary schools. He starts doing magic tricks to bring children clustering around. Then his puppets, schooled in the proper way of crossing streets, take turns showing the youngsters how to do the same.



DENNIS O'KEEFE, star and director of "THE DIAMOND", filmed in 3-D. Released thru United Artists.



twist it...twirl it...bend it...curl it...the revolutionary new soft collar on

**Van Heusen Century shirts**

**won't wrinkle...ever!**

In a few short years, the Van Heusen Century has become one of the most popular single shirts in history—because it's totally different from any other shirt ever made!

The amazing one-piece collar is *woven on a curve* to fit your neck smoothly. And no matter how often you wear it, you'll

find it just won't wilt or wrinkle...ever!

Soft as a fine handkerchief, and as easy to launder! You just iron the collar flat, flip it, and it folds perfectly... because the fold-line's *woven in*—for keeps!

As for wear, American Institute of Laundering Tests have proved that

Van Heusen Century shirts give up to 80 wearings and washings. (That's up to *twice as much wear* as you usually get from other shirts!)

Yours, with regular or French cuffs, in white... **\$3.95**... or in Superfine White and colors... **\$4.95**. Tie shown: Van Heusen Shirt-Mate, **\$1.50**.

**Van Heusen Century shirts**

Phillips-Jones Corp., New York 16, N. Y., Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Underwear • Swimwear :: and the famous Van Heusen Century Shirt with the soft collar that won't wrinkle ever!





# JUST One Shampoo

... and your hair grows lovelier

Conti's olive oil castile  
safeguards the **NATURAL OIL BALANCE**  
of your hair

Your first shampoo proves it. Conti Castile Shampoo is scientifically *good* for your hair. End detergent dryness with its natural oil conditioning. Made with imported olive oil, Conti recaptures the bright natural luster . . . the caressing softness. Your hair takes and holds waves beautifully, without damage to hair coloring. Why have dry, wispy, hard-to-manage hair? Conti Castile Shampoo will make it lovelier.

Regular size, 57¢.

**CONTI**  
**CASTILE SHAMPOO**  
*made with olive oil*

USED BY LEADING HAIRDRESSERS. "Conti is our regular salon shampoo," says famous *Emile-Rockefeller Center*. "It is a favorite with leading hair stylists everywhere."



THE COME-ON for Francis' safety show includes a skit in which he materializes, among other items, an ice-cream cone from supposedly empty box.



THE PAY-OFF comes when youngsters are introduced to cast and play begins. This is Freckles, whose clothes are tailored by Officer Francis' wife.

CONTINUED ON PAGE 52





# NEW KITCHEN CLOCK!



**TOPPER**

**ONLY \$3<sup>98</sup>\***

**Colorful! Thrifty!**

At last you can have a high-style G-E Electric Kitchen Clock at a budget price. It has all the quality features of General Electric Clocks which have made them famous for accuracy and long life.

Don't wait a minute longer to give your kitchen a decorator touch. In fact you can brighten the rumpus room, bathroom or hobby room, too! Topper comes in red (*shown*), yellow, blue or smart new gray.



Get a G-E Electric Kitchen Clock!

**GENERAL**



**ELECTRIC**

General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

\*Manufacturer's recommended retail or Fair Trade price, plus applicable taxes.



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*Old Spice* QUALITY  
IN A  
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SMOOTH SHAVE 1.00



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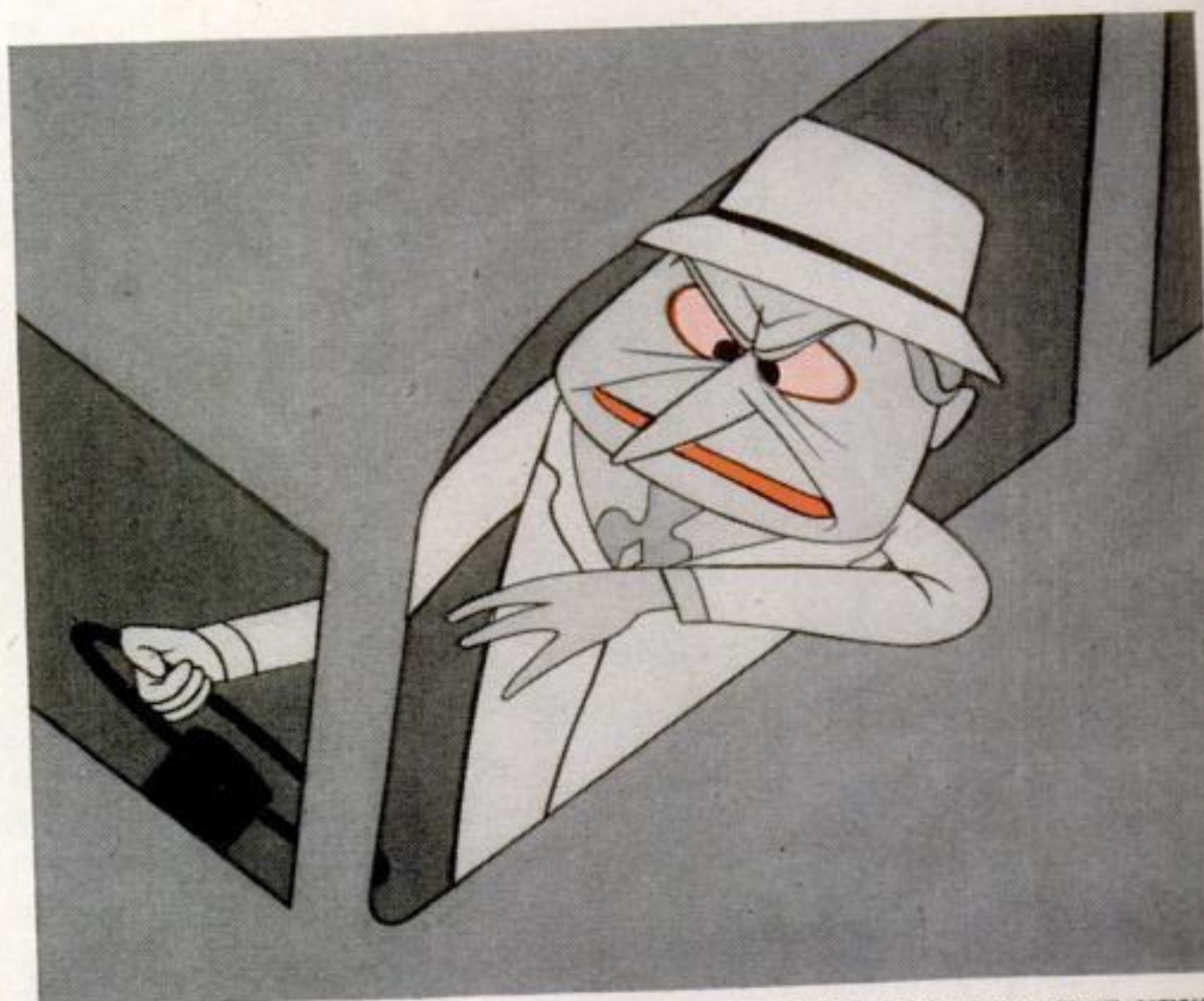
At leading drug and department stores

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SAFETY CONTINUED

WARNING TO CHILDISH ADULTS

Traffic hazards fully as worrisome as the aptitude of children for getting hit by cars are adult drivers who act like children. Such a driver is Charlie Younghead, stupid star of *Look Who's Driving*, a new cartoon produced by UPA films, makers of *Gerald McBoing Boing*, for Aetna Casualty and Surety Company as a warning to drivers to act their age.



IMPATIENT DRIVER GUNS CAR FROM ONE TRAFFIC LIGHT TO THE NEXT



WHEN OTHER DRIVER CUTS IN AHEAD OF HIM, CHARLIE LOSES TEMPER

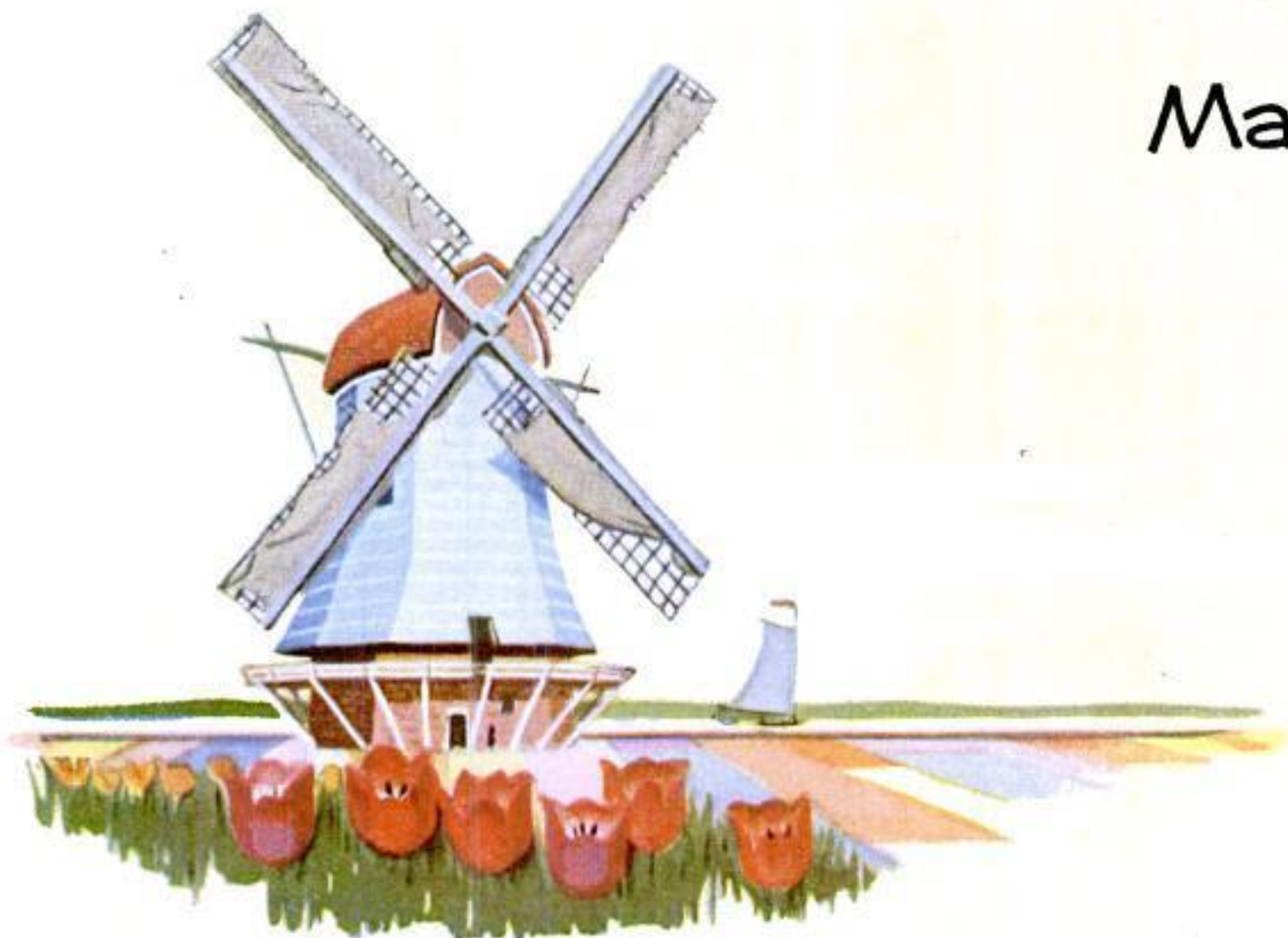


SOON CHARLIE ACTS LIKE A CHILD. WHEN NEXT SEEN, HE IS A GHOST



"TURN THE PAGE for my newest one-dish dinner

# Dutch Pantry Pie!



Made with 4 famous products  
from your pantry shelf!"

—says

**Betty Crocker**

OF GENERAL MILLS

A complete, meat-hearty  
meal for six people —  
economical, delicious!

Praised by our  
Home Testers from  
Coast to Coast!



Turn  
page

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Betty Crocker's newest one-dish dinner

# Dutch Pantry Pie!



**OUTSIDE**—flaky, flaky crust that won't get soggy, made with dependable GOLD MEDAL, the "Kitchen-tested" Flour, and WESSON OIL, the shortening that pours.

**INSIDE**—tender morsels of pure-pork SPAM, savory and satisfying in creamy-smooth sauce that's always a success with CARNATION Evaporated Milk!







This new recipe was developed  
with these 4 great American products...  
use them together for best success!

Turn  
page  
for  
recipe!





NO BAKING FAILURES!  
-says **Betty Crocker**- when our Home Testers tried



# Dutch Pantry Pie!



## EASY STIR-N-ROLL PASTRY

(For 9" two-crust Dutch Pantry Pie)

- 2 cups sifted **GOLD MEDAL** "Kitchen-tested" Enriched Flour
- \*1 1/2 teaspoons salt
- 1/2 cup **WESSON OIL**
- 2 tablespoons undiluted **CARNATION** Evaporated Milk
- 2 tablespoons water

Mix flour and salt. Measure oil, milk and water in same cup (but don't stir). Pour all at once into flour; stir until mixed. Press into smooth ball. Cut in halves; flatten slightly. Place one half between 2 sheets of waxed paper, 12" square. Roll out gently to edges of paper. (Dampen table top to prevent slipping.) Peel off top paper. If dough tears, mend without moistening. Lift paper and pastry by top corners. Place paper-side-up in 9" pie pan. Peel off paper. Fit pastry into pan. Roll out top crust same way.

\*If you use **GOLD MEDAL** Self-Rising Flour, omit salt in pastry.



**Easier Measuring—Quicker to Mix.**  
1. Pour oil, milk and water into one cup (but don't stir). Pour all at once into flour. No fussy blending—just stir.

**Neat! No Floured Board Needed.**  
2. Form 1/2 of pastry into flattened ball; roll out gently between two 12" squares of waxed paper.

**A Cinch to Center in Pan.**  
3. Place in 9" pie pan paper-side-up. Gently peel off paper; fit pastry to pan. Trim excess around edge.

## MEAT-HEARTY FILLING WITH CREAMY-SMOOTH SAUCE

- 4 slices American cheese (1/4 lb.), cubed
- 1 cup undiluted **CARNATION** Evaporated Milk
- 2 cups chopped cooked potatoes
- 1/4 cup chopped green onions and tops (or use dry onion)
- 2 tablespoons chopped green pepper or pimiento, if desired
- 1/4 to 1/2 teaspoon salt
- 1/4 teaspoon pepper
- 1 can **SPAM**, cubed

Heat oven to 425° (hot). Melt cheese in **CARNATION** Evaporated Milk, stirring constantly. Mix with all remaining ingredients except **SPAM**. Spread in pastry-lined pan. (Pastry recipe at left.) Top with cubed **SPAM**. Trim bottom crust. Place top crust over, gently peel off paper. Turn upper crust under lower crust and seal by pressing edges together. Flute. Make 3 or 4 slashes near center. Bake 35-40 minutes. Serve hot, with **CARNATION** sauce. *Makes 6 to 8 servings.*

**CARNATION SAUCE:** Heat together 1 can undiluted soup (mushroom, tomato, chicken or celery) and 1/2 cup undiluted **CARNATION** Evaporated Milk.



See how good it looks on preceding page!



# Via Flaminia Takes a Turn off Broadway

## NOVEL OF WARTIME ITALY BECOMES A MOVING PLAY

From the miseries of newly liberated Rome and the sad stuff of lonely GIs' makeshift romances with hungry Italian girls, Alfred Hayes in 1949 fashioned a novel, *The Girl on the Via Flaminia*. Now the book has been turned into a successful play, with an ingenious low-cost presentation off Broadway (below), and into a film (p. 60) with a high-salaried star and the usual costly movie production. The play, adapted by Hayes, keeps the novel's title. Its heroine, too proud and too bitter over Italy's fate to admit affection for her GI "husband," is too poor to refuse his food and shelter. She hates his language ("Babee! Darleeng! Cute!" she cries. "What a language for love!") but speaks English well enough to blister his ears with accusations. Shame and a countryman's tongue-lashing (right) drive the tormented girl to tragic end.

*Girl on the Via Flaminia* is the third solid hit of Circle in the Square in New York's Greenwich Village. Despite uneven performances and odd dialects, it uses moody lighting, simple stage effects and hard-driven direction by José Quintero to create engrossing theater.



**BITTERNESS OF ITALIANS** is expressed by a veteran (Felice Orlandi) who makes Lisa cringe as he denounces her for selling herself to her GI.

**IN LAP OF AUDIENCE** (below) actors of Circle in the Square play without curtains to a capacity (250) house, use barest of props, small spotlights.



CONTINUED ON NEXT PAGE



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"MAGIC MOTION"

sheer  
stockings



No bagging knees,  
no sagging ankles  
with Mojuds—  
the stockings with  
"Magic Motion."  
The extra "give"  
and spring-back is  
right in the knit.  
They stay fitting  
like your skin!

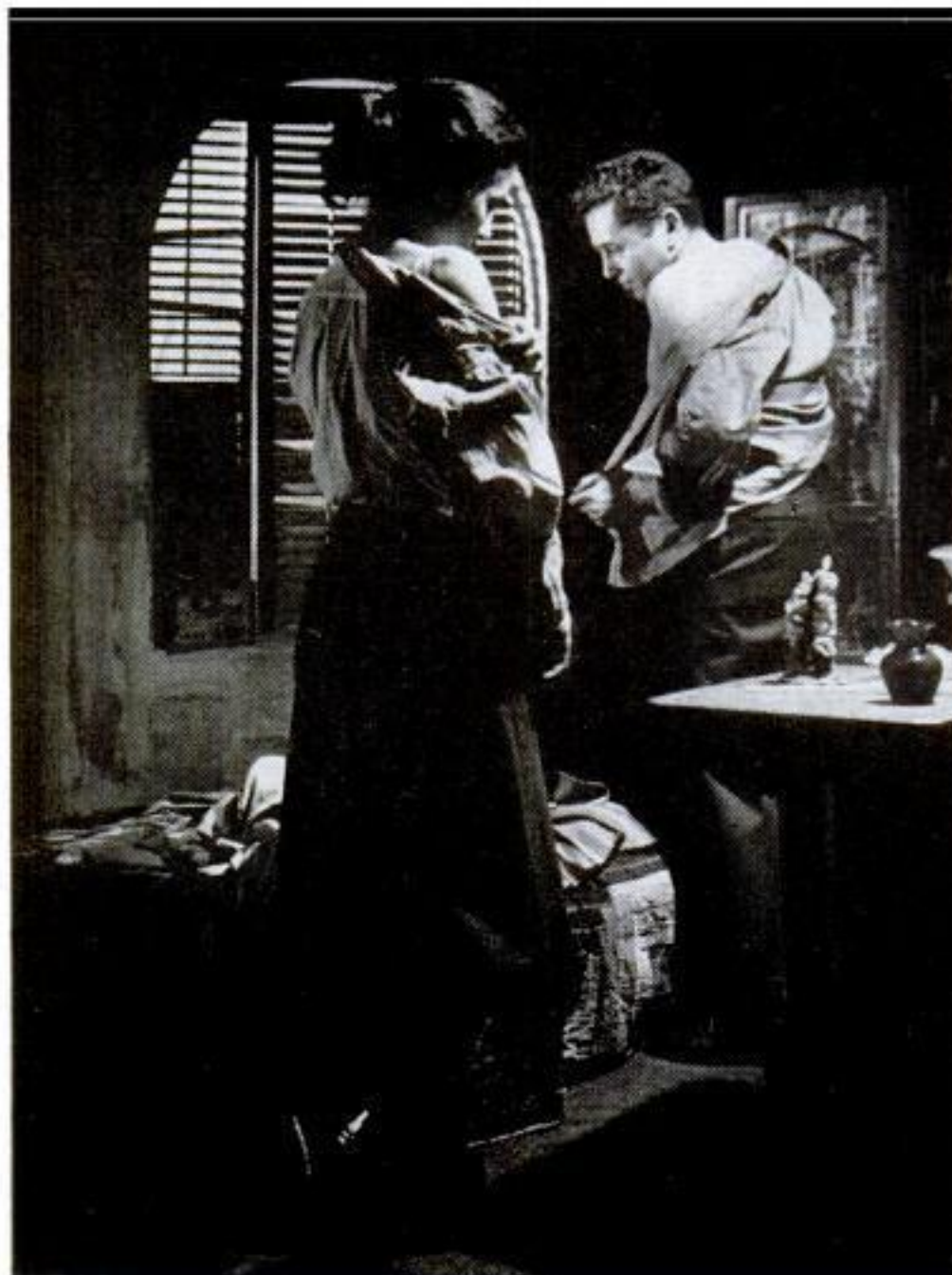
# MOJUD

stockings

There's lovely  
lingerie by Mojud, too.  
At better stores everywhere.

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## VIA FLAMINIA CONTINUED



**GYPPED BY A GI**, an Italian tells Lisa (Betty Miller) how he bought a carton of bogus cigarets made of straw.

**SEALING BARGAIN** by which GI (Leo Penn) trades food for Lisa's affection, couple takes a room.



**ON NEW YEAR'S EVE**, THE HOMESICK SOLDIER JOINS HIS ITALIAN HOSTS IN A TOAST WHILE LISA (RIGHT) SULKS



**A HYSTERICAL GI** brings Rome's police into the boardinghouse, charging landlady with being a procuress. The police then arrest Lisa for immorality.

**MOMENT OF TRUCE** comes as Lisa, saved from jail, kisses "husband." But remorse drives her away.



CONTINUED ON PAGE 59





*They thought I was fooling  
when I said,  
"MARTINI, anyone?"*

**STIR . . . . . SERVE . . . . . A HIT !**



No fuss! No muss! No bothersome measuring of ingredients! Just stir with ice in a cocktail shaker or pitcher . . . . .



... and pour! It's all done in a jiffy! No chance for anything to go wrong! No danger of your cocktails tasting flat or insipid... ever!



Even your most critical guests will call your Martinis "tops"! And no wonder! Heublein's are blended *professionally* . . . just as an experienced bartender would make them.

## **NOW...PERFECT COCKTAILS EVERY TIME...IN JUST 14 SECONDS** (even though you never mixed one before in your life)

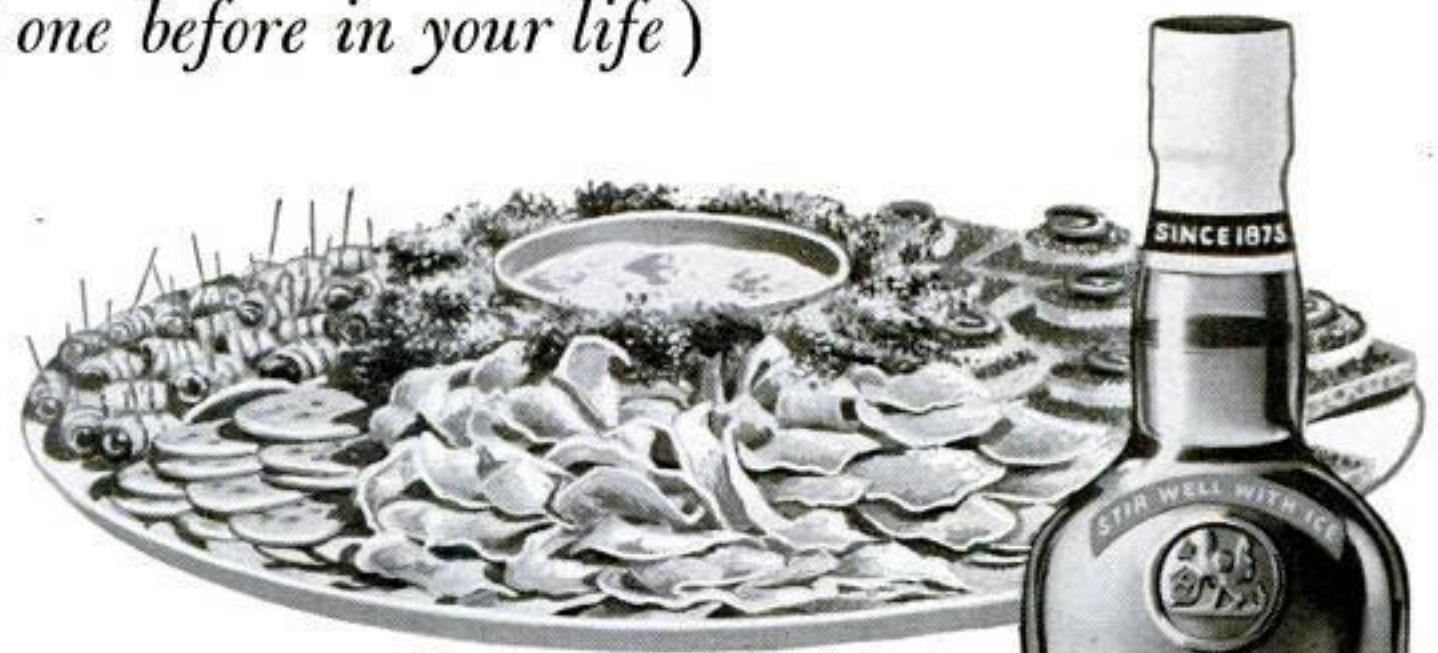
**DON'T BE** "cocktail-bashful"! Be a "cocktail magician"! Yes, even though you never served a cocktail before, you can serve *perfect* cocktails... any kind you wish... in less time than it takes to tell about it! Cocktails your guests will *rave* about... as superbly delicious as they have ever tasted!

The secret's in the extra-fine liquors and other "makings" blended with "pro" skill in Heublein's Ready-to-Serve Cocktails. Now you can serve a *variety* of applause-winning cocktails... with no guesswork or trouble... and without missing even *minutes* of your party. So—next time—serve Heublein's (pronounced Hugh Bline's). Reasonable in cost. Get several bottles today... at any liquor or state store.

# **HEUBLEIN'S**

*Ready-to-serve*

## **COCKTAILS**



### *Thirst Boosters!*

Serve toast squares, cocktail crackers, potato chips or other "dip-ins" with goose liver paste or this "PARTY DIP": Mix 4 tbsp. each of horseradish and minced ham, 2 tbsp. minced chives, 1 tbsp. grated onion, 1 cup cream whipped stiff. Also **HARD-COOKED EGGS** in thin slices (on tiny toast squares)—sprinkled with chopped parsley and topped with curled anchovy fillet. And **OLIVE "PIGLET"**s—stuffed olives rolled in small bacon slices; fasten with toothpicks, and broil until bacon is crisp.

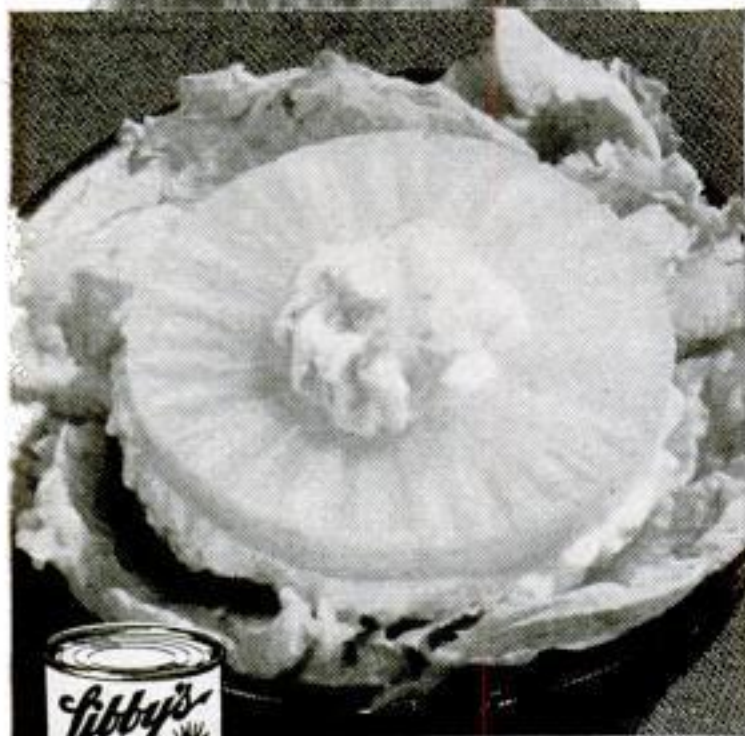


**LOOK! 9 KINDS!** EXTRA DRY MARTINI (75 proof), GIBSON—very, very dry Martini (75 proof), VODKA MARTINI—very, very dry (75 proof), MANHATTAN (65 proof), DAIQUIRI (60 proof), SIDE CAR (60 proof), WHISKEY SOUR (60 proof), OLD FASHIONED (70 proof), STINGER (60 proof). **G. F. HEUBLEIN & BRO., INC., HARTFORD 1, CONN.**





# Make life brighter with Libby's Pineapple from Hawaii!



This sandwich is a salad! It's exotic, Hawaiian, delicious!



Please everybody with Waikiki Party Punch!

Here is a tempting combination — the freshest-tasting pineapple from Hawaii combined with delicate cream cheese in a golden fruit sandwich. Just put two slices of Libby's Pineapple together with cream cheese that has been softened with sirup from the pineapple and top with same. Serve with salad dressing.

NOTE: Great golden slices of Libby's make a wonderful dessert chilled just as they come from the can. Nothing quicker! Nothing better! And so good for your family!



FOR BEST RESULTS with any pineapple recipe, you want the freshest-tasting pineapple, quick-packed in Hawaii—so remember—

LIBBY'S IS THE KIND TO GET!

Simmer for 30 minutes:  $\frac{1}{2}$  cup sugar,  $1\frac{1}{2}$  cups water, 4 sticks cinnamon, 12 cloves. Strain. Add one 46-oz. can Libby's Pineapple Juice,  $1\frac{1}{2}$  cups Libby's Orange Juice,  $\frac{1}{2}$  cup lemon juice. Chill. Pour over Libby's Pineapple Juice cubes (frozen in refrigerator trays). Garnish each cup with 2 Libby's Pineapple Chunks on a toothpick, a cherry between, slit to fit over rim of glass. Makes 2 quarts.

## How often do you use Libby's Pineapple Juice these wonderful ways?

1. For a brighter breakfast.
2. For a quick pick-up any time.
3. For the children after school—what could be better than pure fruit juice? (No sugar added to Libby's—sweetened only by Hawaiian sunshine.)
4. To start off lunch or dinner parties.
5. For a bedtime treat.

## Make this Honolulu Sundae in 2 minutes!

Spoon Libby's Crushed Pineapple over vanilla ice cream and you have a sundae that's refreshing, luscious, really Hawaiian! What could be easier?

Libby, McNeill & Libby, Honolulu, Hawaii

VIA FLAMINIA CONTINUED

# FILM IS SET IN PARIS

The movie version of *The Girl on the Via Flaminia* is called *Act of Love*. Novelist Irwin Shaw, who wrote the screen play, shifted the scene from Rome to Paris and Anatole Litvak, its director, has introduced a fetching French waif named Dany Robin. They have also tidied up the plot by sending her soldier boyfriend (Kirk Douglas) back to his barracks every night. But the film retains the somber mood of the novel and adds to it the authentic flavor of drab wartime Paris.



BEMUSED HEROINE, a country girl displaced by the war and alone and broke in Paris, is led by girl friend into an affair with unhappy U.S. soldier.



ENRAGED HEROINE slaps her soldier. She feels guilty over the affair and furious at his insinuation that French girls liked to go out with Germans.



# Taste Libby's

quick-packed in Hawaii

Taste the fresh difference in  
Libby's pineapple — quick-packed when  
it's golden-ripe and sweet with  
juice on Libby's own Hawaiian plantations.  
Treat your family to Libby's today!



Libby, McNeill & Libby, Honolulu, Hawaii



The tire sensation in 1953! Now Goodyear

# New 1954 All-Nylon Super-Cushion!

All-Nylon

And now

✓ Even more

✓ Much greater

✓ Quieter

Costs only a few dollars more than a standard tire



**1** Hits test curb at 55 m.p.h.! Not a cord broken! This is just one of the punishing tests this All-Nylon Cord Super-Cushion has taken! The Goodyear all-Nylon cord construction gives you phenomenal strength and safety! Impact blowouts are practically unheard of with All-Nylon Cord Super-Cushions.



**2** Up to 12% more mileage! This substantial mileage boost comes right on the heels of a 21% increase in 1953. Together they total almost  $\frac{1}{3}$  more safe mileage than most motorists have ever experienced before! In mileage alone, the 1954 All-Nylon Cord Super-Cushion more than pays for its small extra cost!

**MORE PEOPLE RIDE ON GOODYEAR TIRES  
THAN ON ANY OTHER KIND!**



Goodyear announces still greater improvements!

# Cord

on cord! Up to 80% stronger  
than standard tires!

! 3 great 1954 extras!

re mileage than last year!

reater skid protection than in 1953!

ide — less hum, less squeal on turns!



re! No other tire at or near its price can match it!



g squeal on  
way have  
read de-  
0 deep-

er ride! 15% greater traction! That annoying  
... that objectionable "hum" on a straighta  
new tread has 1806 inches of nonskid edges, 88  
or 15% greater skid resistance.

### There's a big difference in Nylon cord! Only Goodyear has Triple-Tempered 3-T Nylon!

Nylon is the perfect tire cord—if you can control the stretch. Nylon is naturally stronger, pound for pound, than steel; it's lighter weight and cooler running than any other known tire cord. But, unless properly pre-conditioned, *Nylon stretches under tension.*

To control the stretch in Nylon cord Goodyear has developed an exclusive process of chemically treating the cord and then putting it through a triple-action tempering process involving Tension, Temperature and Time.

The result—Goodyear's Triple-

Tempered 3-T Nylon Cord.

Only Goodyear, with years of Nylon cord experience and a multi-million dollar investment in 3-T machines, has been able to successfully produce a Nylon cord that "sets" at its point of maximum strength and resiliency.

Be sure your Nylon cord tires are made with Triple-Tempered 3-T Nylon Cord—and that means *Goodyear!*

See the new 1954 All-Nylon Cord Super-Cushion at your Goodyear dealer's.

Goodyear, Akron 16, Ohio.



TV's Great Dramatic Show, "The Goodyear TV Playhouse," Alternate Sunday Evenings, NBC-TV.





## Give your kid's shoes a ride for your money

Kids don't need a tricycle to take their shoes "downhill"...Yet even the most played-out pair can look respectable again with a quick touch-up of Dress Parade Liquid Stain Shoe Polish.

It covers scuffs quicker than Junior can kick a rock down the road. Then, too, it waterproofs leather which makes it wonderful on those rainy days when rubbers

lie forgotten in the closet.

But the greatest boon is that you don't have to buff. Dress Parade. It dries to a gleam of itself.

So look for Dress Parade at your store—and why not? It's the most feminine for little girls, too.

Shinola's Parade at your store—cast a look at your seven smart colors or brush Dress Parade at your shoe shine all by



SHINOLA  
DRESS  
PARADE  
LIQUID STAIN SHOE  
POLISH

25c

CORDON ROUGE

keeps kids' shoes  
bottle has a



## G. IN LINEUP IS GERALDINE

**A 13-year-old girl is star player on a schoolboy basketball team**

No one on the basketball team at Avoca elementary school in Wilmette, Ill. can dribble, pass or shoot baskets nearly as expertly as G. Crean, a 13-year-old guard. What makes this unusual is that G. stands for Geraldine.

A 130-pound eighth-grader, Geraldine started playing with the girls in gym but was so much better than any of them that she was invited to join the boys on the school team. She has become its best and busiest play maker. When Sacred Heart school last month objected to playing against a girl, Geraldine sat out most of the game and Avoca lost. Allowed to play throughout a return game, Geraldine set up most of her team's baskets and led Avoca to a 33-32 victory. Coach Irving Kuklin called her "a coach's dream," and Geraldine has now been asked to try out for the baseball team.



**STUDYING CIVICS** in classroom before game, Geraldine reads book, *Your Rugged Constitution*.

**STEALING BASKETBALL** from a startled Sacred Heart opponent in game that Avoca won, Geraldine

takes it by an aggressive grab. She stands 5 feet 5 inches and is the second tallest player on her team.



**The Span collar is guaranteed  
to outlast the shirt—or a new shirt free**



**That's Manhattan's guarantee!** And if you're still doubtful, know too that SPAN carries both the Good Housekeeping Seal and the Certified Washable Seal of the American Institute of Laundering. Means every SPAN shirt is actually *triple*-guaranteed. Handsome SPAN now comes in 7 of the season's latest collar styles. Shown here (clockwise from bottom): SPAN regular point fused collar; SPANFLAIR, fused medium spread short point collar; SPAN SETLO, low-band soft stay collar; SPAN WYTHE, medium spread soft stay collar.



**SPAN Shirts \$3.95**  
**Neckwear 100% Dacron Print \$2.50**



©1954 SPAN IS A REGISTERED TRADEMARK OF THE MANHATTAN SHIRT CO., 444 MADISON AVE., N. Y., N. Y.

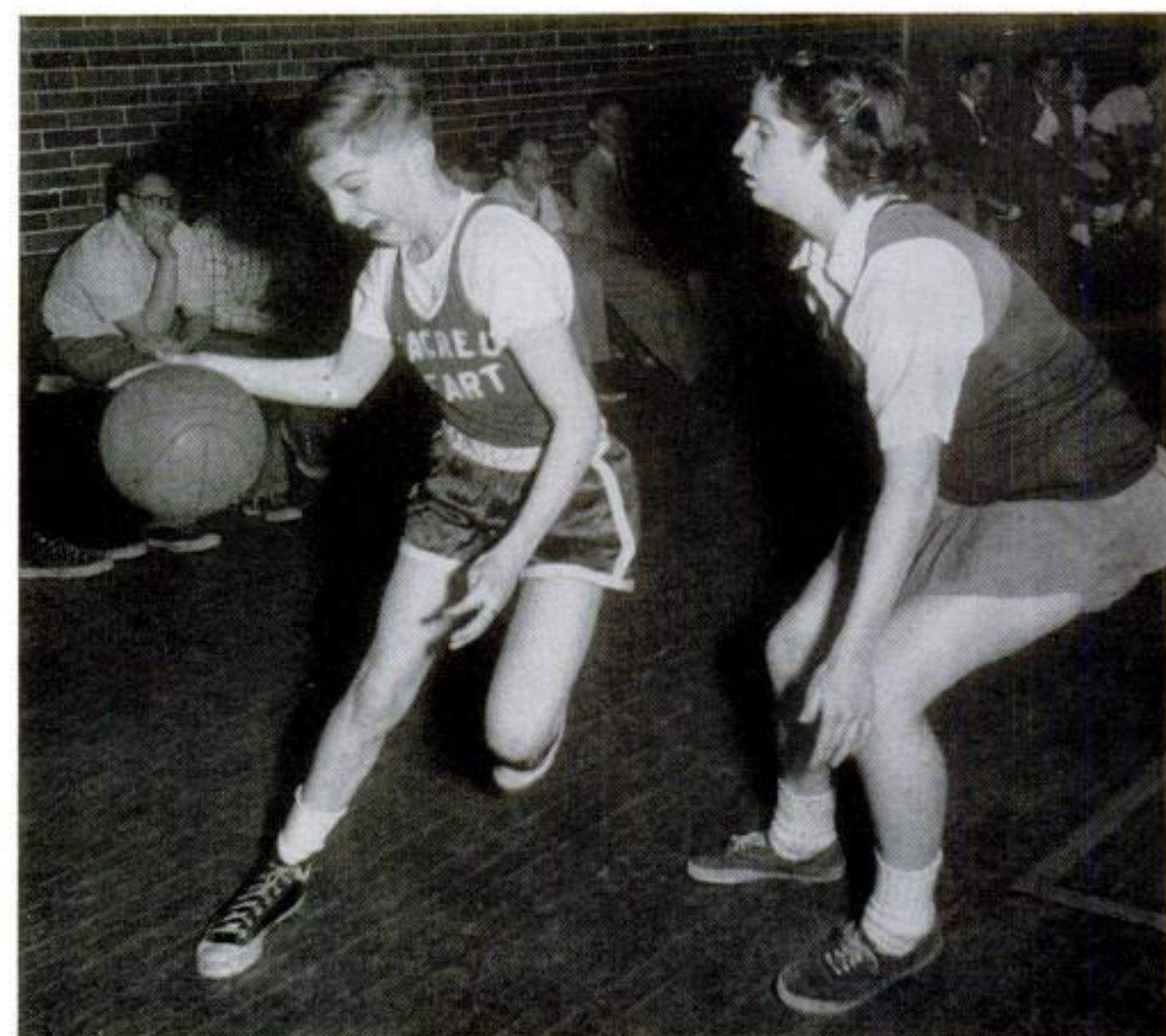
**Geraldine** CONTINUED



**SETTING UP A SCORE**, Geraldine prepares to pass ball to teammate, who made goal. Opponents sometimes shy away from bodily contact with Geraldine.



**PASSING BALL** from out of bounds, Gerry outmaneuvers an opponent. Her tosses are so hard they occasionally knock smaller teammates off balance.



**FOLLOWING BALL** on defense, Gerry watches it carefully. Her coach says she has best "peripheral vision" of any basketball player he has ever coached.

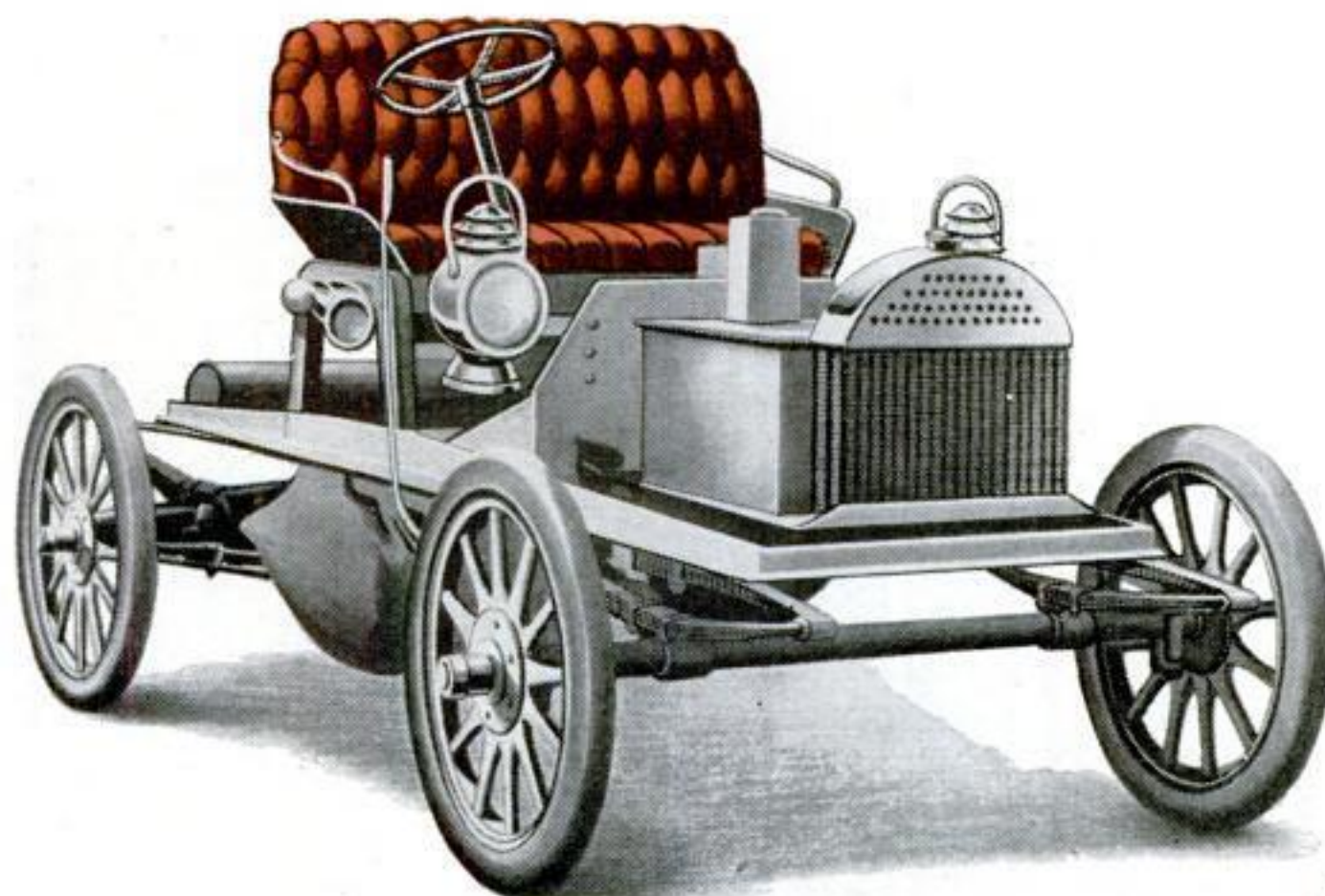
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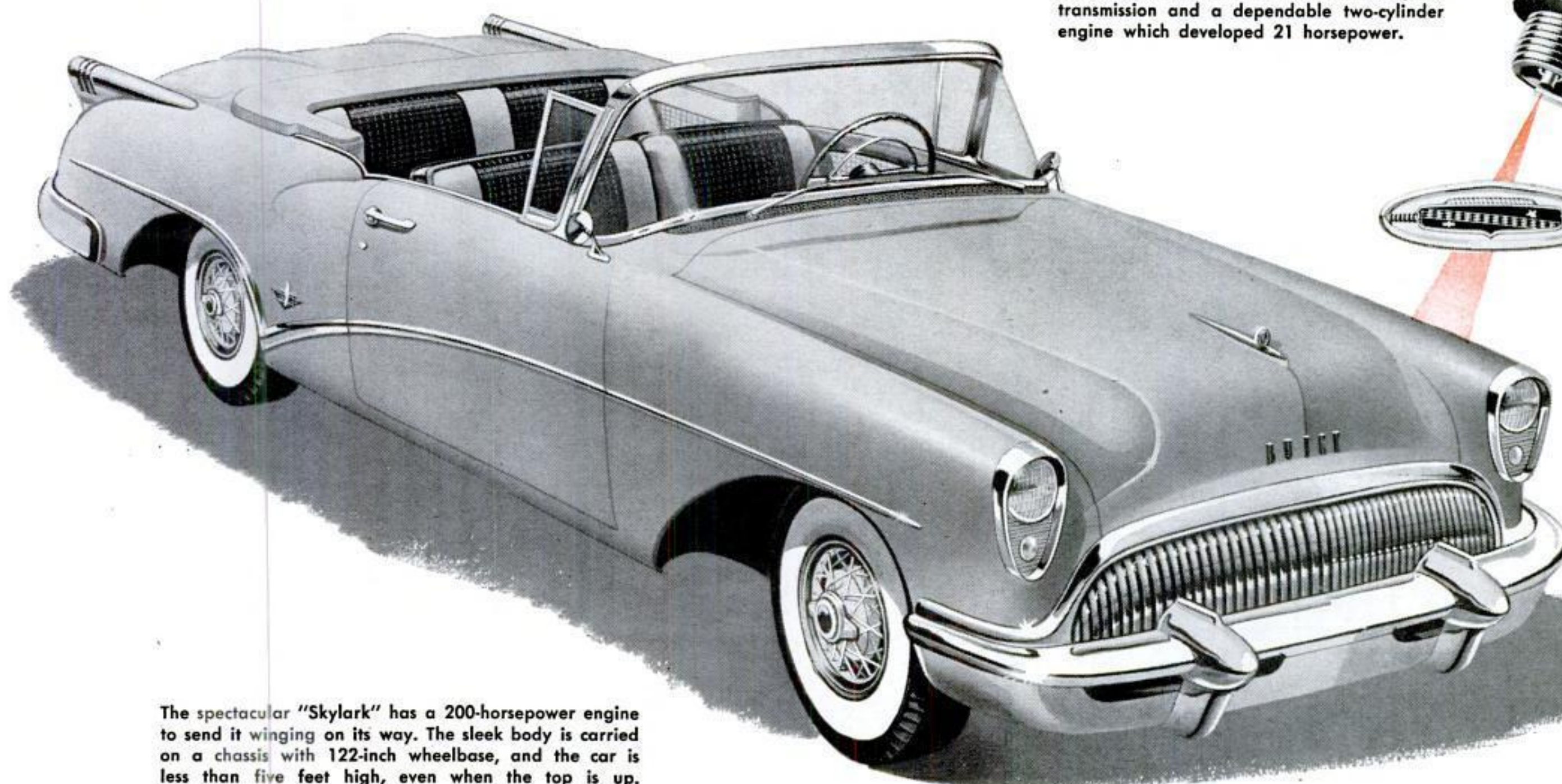
# What a Difference

Between the Oldest and the Newest

# BUICK



This 1903 "buckboard" model was the earliest of all Buicks. It had neither windshield nor mudguards, but it did have a two-speed transmission and a dependable two-cylinder engine which developed 21 horsepower.



The spectacular "Skylark" has a 200-horsepower engine to send it winging on its way. The sleek body is carried on a chassis with 122-inch wheelbase, and the car is less than five feet high, even when the top is up.



## And What a Difference in Plug Performance Since AC Developed the Patented CORALOX Insulator

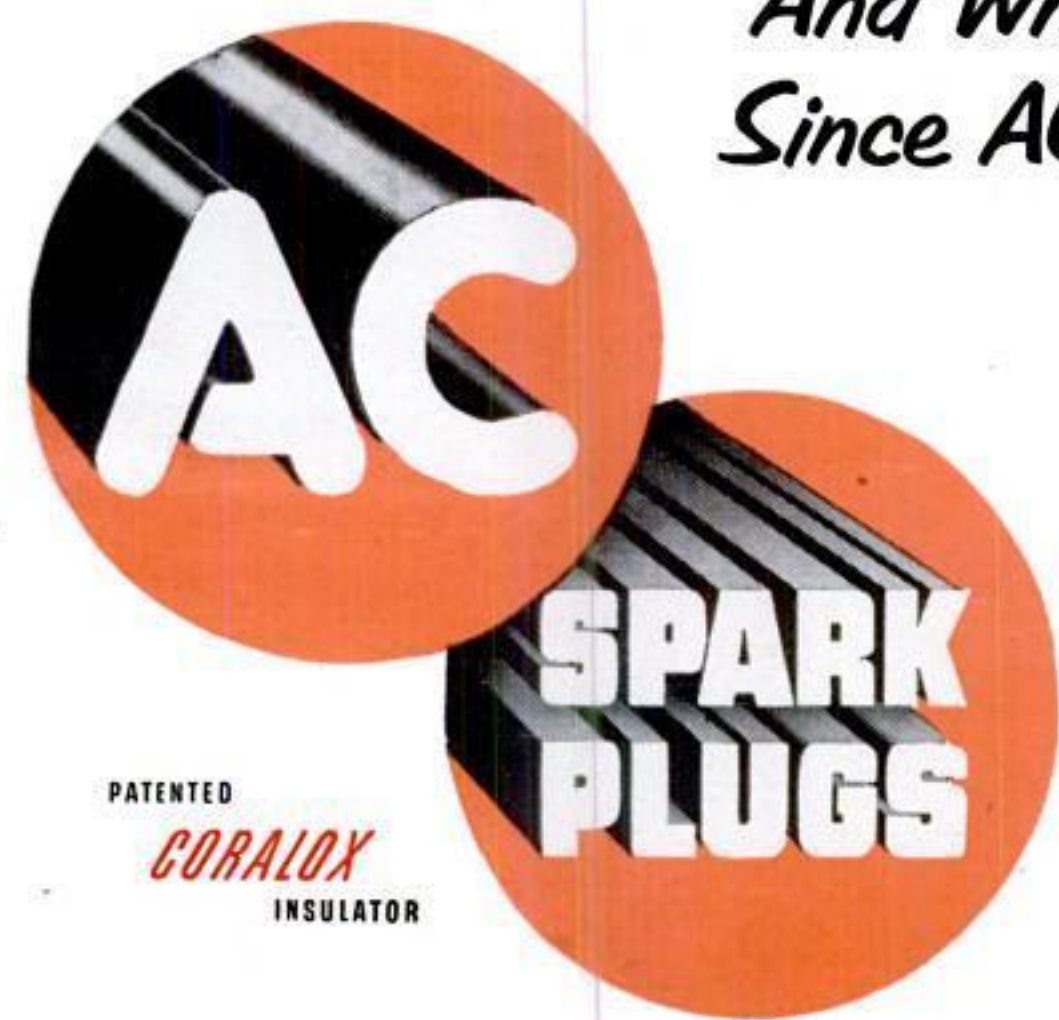
The 1903 Buick was as much a sensation in its day as the sleek new "Skylark" is today. But what a difference that half century has made in Buick appearance and performance! AC Spark Plugs have a similarly brilliant record of improvements down through the years — the latest and greatest of which is the patented CORALOX Insulator.

CORALOX has no chemical attraction for the oxide coatings resulting from the burning of leaded fuels. What's more — CORALOX is so amazingly strong that AC can use longer,

thinner insulator tips which heat up faster to burn away oil and wet carbon. Since CORALOX resists both oxide and carbon coatings — the most frequent causes of plug misfiring — many a motorist finds that he —

- GETS UP TO 10% MORE ENGINE POWER
- SAVES UP TO ONE GALLON OF GAS IN TEN

No other spark plugs have patented CORALOX Insulators. The next time you change plugs, insist on ACs. You will soon see the difference patented CORALOX can make in engine performance and economy.



Original Equipment  
on Nearly as Many New Cars  
as All Other Makes Combined

AC SPARK PLUG DIVISION



GENERAL MOTORS CORPORATION





Only "BOTANY" "500," tailored by DAROFF

## X-RAY TAG

reveals the "HIDDEN MATERIALS"† that determine the Value and Wearing Quality of the Suit



# 'BOTANY' brand '500'

tailored by **DAROFF**

Consult the X-RAY TAG—with its data about the superior quality of the fabric, the lining, the tape, pocketing and *all the unseen* details of this suit—and you know you are getting superior value. Consult the mirror—with its reflection of you in this remarkable suit—and you know you are wearing a distinguished fashion that sets off your appearance. At your favorite store in 100% virgin worsteds and woolens, featuring new weaves, patterns and colors at the most moderate prices.



†AT YOUR "BOTANY" "500" RETAILER, YOU CAN PERSONALLY STUDY THE BOOKLET, "BUYING MEN'S SUITS," PUBLISHED BY THE UNITED STATES GOVERNMENT, WHICH SAYS: "MUCH THAT AFFECTS WEARING QUALITY, APPEARANCE AND FIT IS HIDDEN." "BOTANY" AND "500" ARE TRADEMARKS OF BOTANY MILLS, INC., PASSAIC, NEW JERSEY. REG. U. S. PAT. OFF. COPYRIGHT 1954, BOTANY MILLS, INC., PASSAIC, NEW JERSEY.



**GETTING INSTRUCTIONS** at half time in game with Sacred Heart, Gerry listens to Coach Irving Kuklin. He says team is 50% better when she plays.



**PRACTICING SHOTS** at home, Gerry tosses the ball at regulation basket over garage door. Despite her pleas, her parents haven't had driveway paved.





*I dreamed I went to a masquerade*

*in my maidenform bra*

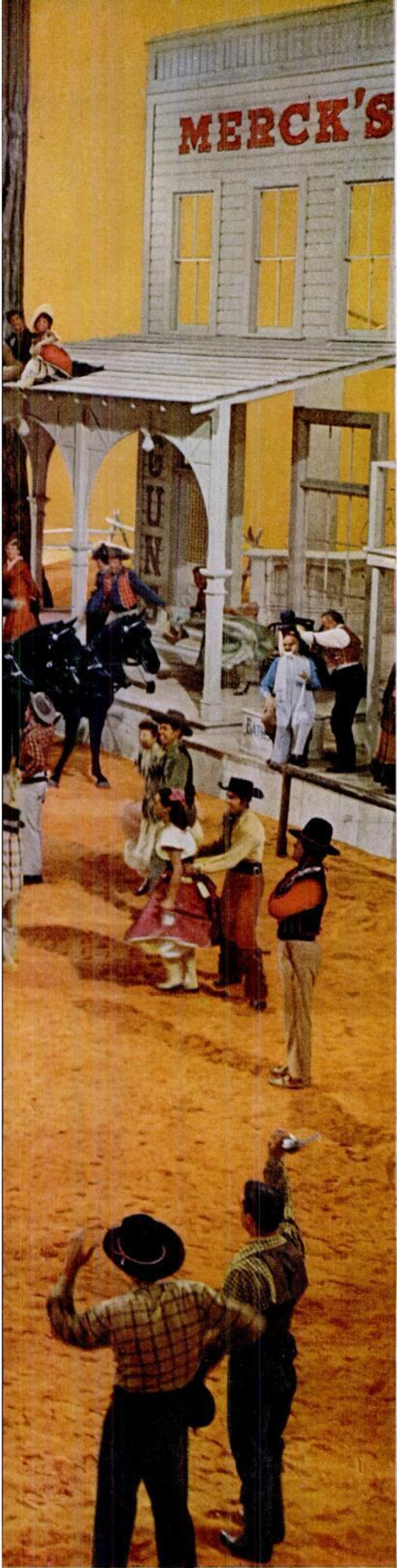
COSTUME BY JOHN FREDERICS JEWELS BY TRIFARI \* REG. U.S. PAT. OFF. © 1954 MAIDENFORM BRASSIERE CO., INC.

The dream of a bra: Maidenform's Chansonette in fine white cotton broadcloth, acetate satin, or nylon taffeta... from \$2.00. There is a *maidenform* for every type of figure.\*









IN "LIFE" STORY five years ago Gregory Peck (left center), Anne Baxter and the cast of *Yellow Sky* made parody western in stills. Above: the heroine holds off villains.

## STYLIZED HORSE OPERA

**'Red Garters,' musical western,  
lavishly recalls a LIFE parody**

Set in the mythical town of Paradise Lost, Limbo County, Calif., with its scenery a collection of disembodied store fronts and its characters a group of classical western stereotypes, *Red Garters*, the new Paramount musical, is a gay parody of the standard Hollywood oater. It is also proof of an old contention elaborated five years ago by LIFE (Jan. 10, 1949) in a series of color tableaux (above) that the great American horse opera has become an art form just as rigid in construction as a Beethoven symphony or a 15th Century morality play.

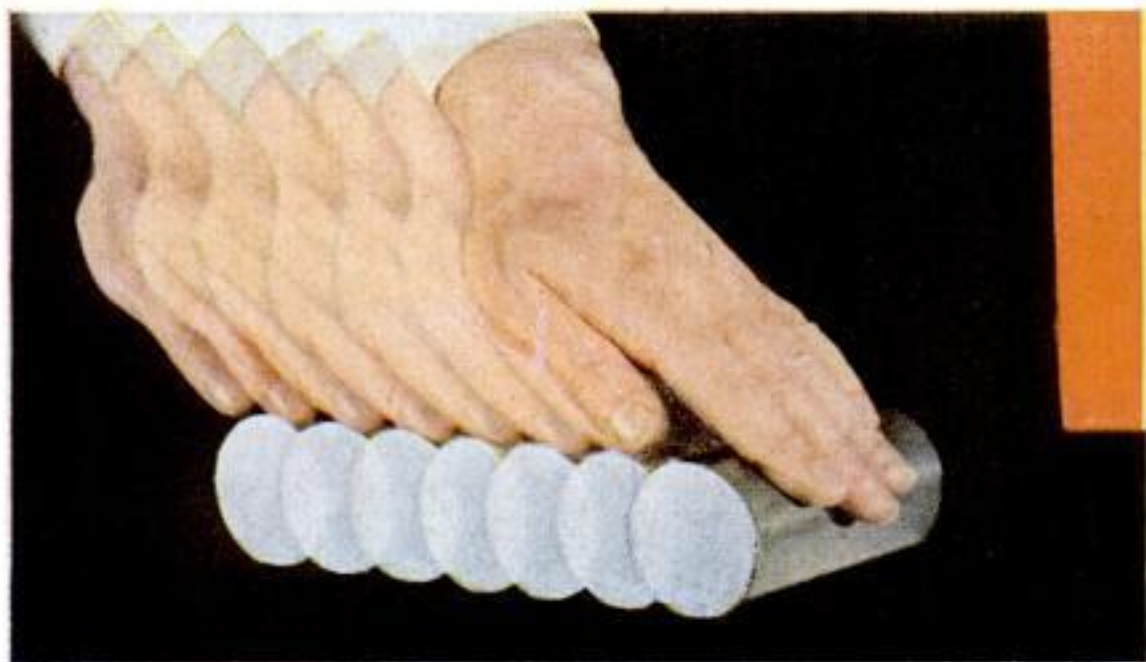
Just as LIFE reduced the traditional western setting to outlines and its plot to a series of hero-villain-heroine situations, so *Red Garters* makes skeletons of its sets and spoofs the old story. The action moves in familiar patterns, cliché by cliché, right from the moment its buckskinned, fast-drawing hero (Guy Mitchell) hits town in reel one to avenge his dead brother to the finale where all the boys get their girls and the villain gets his lumps. In and out of a galaxy of lavishly colored stylized sets romp the heroine in classical white and the villain in black, while the regulation singing bar queen with a heart of gold alternates between the standard corset of wicked scarlet (right) and a chaste white dress with a spot of gingham.



**BOISTEROUS BAR QUEEN** Rosemary Clooney, in traditional red corset, tosses garters to admirers.

**MAKE-BELIEVE MAIN STREET**, with backless store fronts, prepares for its forthcoming gun fight.

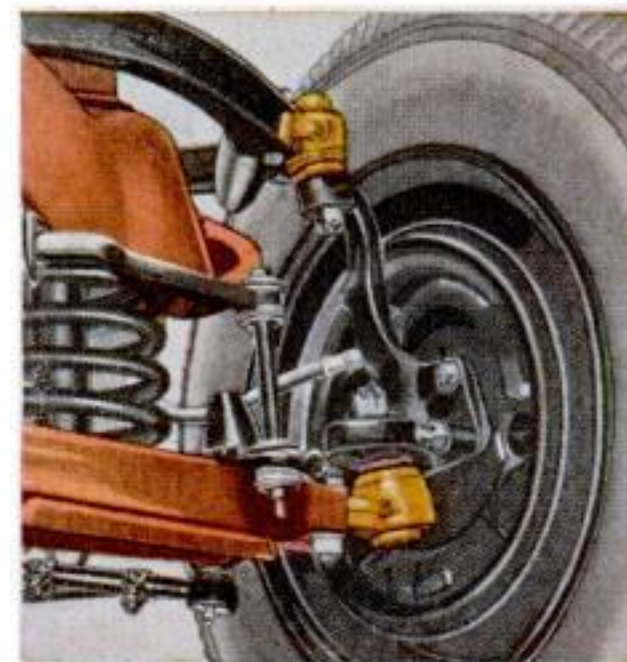




**OLD WAY WITH KING PINS**—Since a pin rolls freely in only two directions, most cars use a complex "double hinge" to permit 4-way front-wheel motion. Unwanted steering friction results.



**NEW MERCURY WAY WITH BALL JOINTS**—A ball rolls freely in *all* directions, permits smooth, unrestricted 4-way front-wheel motion on the new 1954 Mercury. Stiff steering is eliminated, road stability increased.



**FIRST TIME IN ITS FIELD**—Mercury's new ball joints replace king pins—make handling far easier, less tiring.

# The ball that makes the 1954 Mercury far easier to handle!



**EASIER STEERING, CORNERING**—You have matchless road-hugging security on curves, finer control on rough roads.

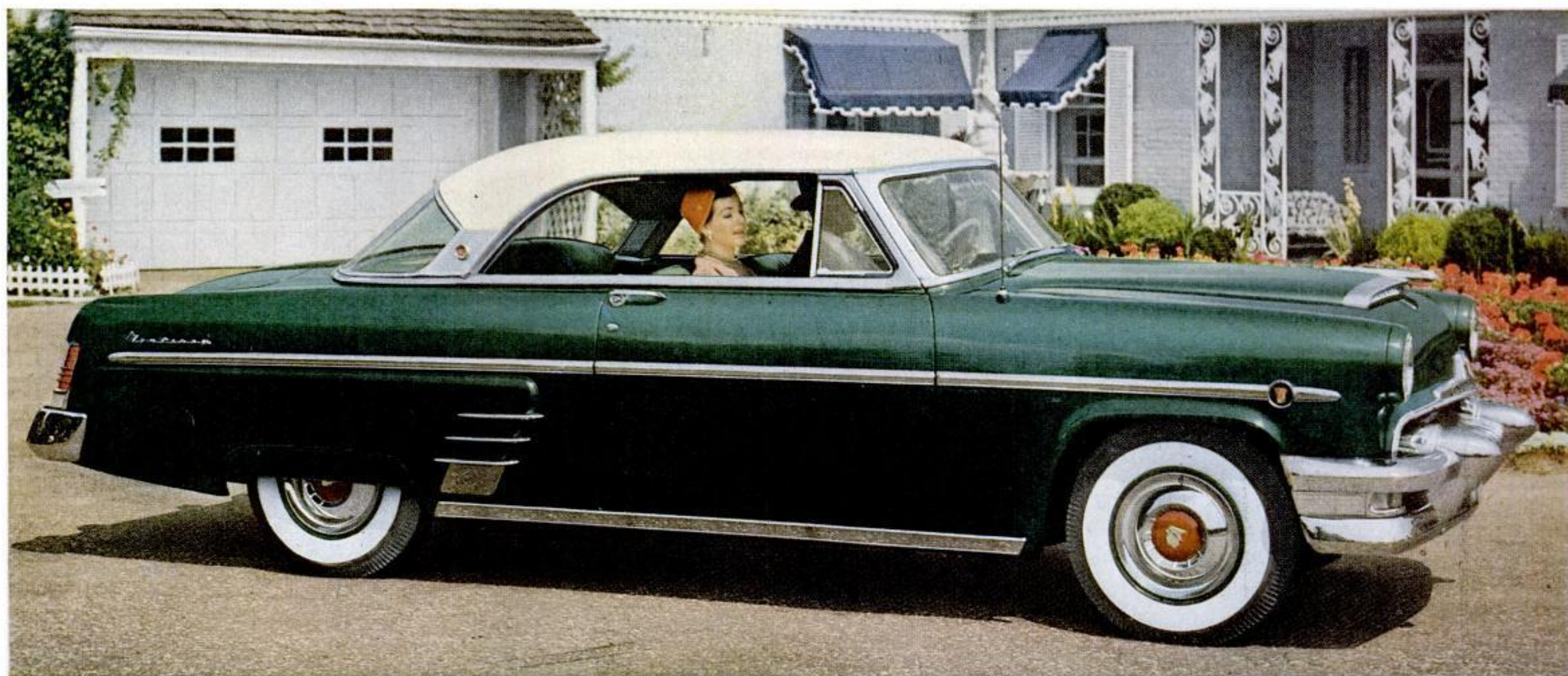


**WITH NEW 161-HORSEPOWER ENGINE**, Mercury's ball-joint front suspension results in the easiest driving you've ever known.

**THE SAME** ball-joint principle used in your shoulder is used in connecting the 1954 Mercury's front wheels to the chassis. It permits virtually friction-free front-wheel motion up and down and back and forth. It replaces the stiff king-pin steering-knuckle mechanism used by all other cars in Mercury's price class.

To you Mercury's new ball-joint suspension means far easier steering, finer control on curves, a new feeling of security on any road.

And wait till you feel the easy new kind of power in Mercury's completely new 161-horsepower overhead valve V-8. Wait till you see the new far-advanced styling. But why wait? Drop in at your nearby Mercury dealer's very soon.



**MAKE YOUR DRIVING AS EASY AS YOU WISH**—Your choice of optional power steering, power brakes, electric window lifts, Merc-O-Matic Drive, 4-way power seat.

The car that makes  
any driving easy

MERCURY DIVISION • FORD MOTOR COMPANY

**New  
1954**

**MERCURY**





DACRON SKIRT (\$18) WORN WITH DOT-TRIMMED SWEATER (\$11, BOTH CASINO) ENCOUNTERS DOTTED SHIRT WITH MATCHING GLOVES (\$6.50, BEACON HILL)

## A Spotted Spring

### THE SEASON'S OUTSTANDING PRINT MEETS ITSELF COMING AND GOING

This spring as women shed their winter woollens for crisp new prints, the U.S. will be generally afflicted with spots. The season's most inescapable print is the polka dot, which was named some 100 years ago during a European polka craze when the word was applied to anything fashionable. Now the dot is again so contagious that it appears in everything from hatbands to full-length coats—and by coincidence in the spring dress which Bobo Rockefeller wears on this week's cover. Although the day is

spoiled for any two women who happen to turn up at the same place with an identical flower print, dots are not at all dismaying in duplicate. Speckled wearers can be completely nonchalant as they meet themselves coming and going. Since the dots or their backgrounds are usually white, these new fashions call for fresh-looking white hats, gloves and jewelry. This spring's spots come in linen, silk and cotton, in slim and full-skirted styles, and in sizes as small as a beauty dot or as large as a golf ball (p.74).



# When OVER-EATING brings on UPSET STOMACH



## FOR QUICK RELIEF GET PHILLIPS' TABLETS

Any time you overeat, remember this—you never know when it's going to cause upset stomach, gas, heartburn or any other symptom of acid indigestion. So be wise—carry a pocket-size tin of Phillips' Tablets with you wherever you go. That way, you're *always* ready for fast relief—no matter when or where acid indigestion comes along. As pleasant to take as candy mints, peppermint-flavored Phillips' Tablets are made from one of the fastest, most effective stomach sweeteners known—and bring almost instant relief from acid indigestion. 30 tablets—28¢.

# PHILLIPS'

MILK OF MAGNESIA

# TABLETS



FOR PARTIES, white linen collar and cuffs trim a dress of navy silk twill (left, Larry Aldrich, \$90) which meets

a navy silk dress with tight bodice and a wide skirt (Rappi, \$50). Both girls wear white ball earrings (Coro, \$1).



FOR STREET, doughnut dots adorn hat (Emme, \$55) and bag (MM, \$17), small ones the linen shirt (Lotte, \$15).



FOR EVENING, coin-dot cotton (International Dress, \$25) stands behind a dotted taffeta (Suzy Perette, \$23).

CONTINUED ON PAGE 76



# Take the hard work out of housework the easy REGINA way!



If you've ever groaned at the thought of "company" because it meant extra house-cleaning...if you've ever resented the toll that housework takes of your energy, your looks and your good disposition...these Regina work-savers were designed for you!

Take the HARD WORK out of SCRUBBING, WAXING, POLISHING...with

**REGINA**



**POLISHER AND SCRUBBER**

America's favorite... more in use than all other makes combined!



Just guide it with your fingertips... the Regina scrubs linoleum, asphalt tile, plastic super-clean... waxes and polishes all your hard floors sparkling-beautiful! Sands and re-finishes worn spots on hardwood floors, too!\*



No "elbow grease" required! The Regina floats over table-tops, desks, chests, kitchen counters, book shelves, fireplace tile and brick... buffs wax to jewel-like lustre... a lasting protective finish!



Now—with new Regina rug-cleaning attachment—you can clean your rugs at home without hard work! No more brushing-in cleaning compounds by hand! Saves time, money, does a better job. (Optional equipment.)

Completely equipped

- with
- 2 Scrubbing Brushes
- 2 Polishing Brushes
- 2 Reversible Buffers

TO DO YOUR

SCRUBBING, WAXING, POLISHING all around the house!

**\$64<sup>50</sup>**

Plus Excise Tax

FOR HUSBANDS ONLY: It costs so little to give your wife this wonderful work-saver! Incidentally, you can use it as handy bench sander\* and for dozens of other chores.

\*Sanding equipment is part of optional 25-piece Reconditioning Kit



Take the HARD WORK out of DAILY CLEAN-UPS... with lightweight

**REGINA**

*Elektrikbroom*



Here's the only vacuum designed for daily use! With this powerful, modern cleaner you whiz from hard floor to carpet to upholstery... without attachments! Wonderful in kitchen—sucks up every crumb, stepped-on foods.



At last! An easy way to vacuum stairs! Unique swivel-action nozzle cleans steps and risers! Cleans thoroughly under lowest furniture—no need to move heavy pieces. Gets into every corner quickly!



Through in minutes—no time wasted changing attachments. So many convenient features, too! Dirt cup empties like ash tray. See how Elektrikbroom hangs on any hook, saves space. Sure makes life easy!



THE NEW MINUTE-QUICK WAY

TO HAVE A "COMPANY-CLEAN" HOME EVERY DAY!

**\$49<sup>95</sup>**

Perfect gift for brides... and, because it weighs only 6 3/4 lbs., ideal for older women!



Ask for a demonstration of the Regina Twin-Brush Polisher and the Regina Elektrikbroom at your favorite store.

**FREE!** Colorful booklet that tells you how to make your floors more beautiful... with less work! Tells how, when and where to use Regina Polisher and Scrubber. Also booklet on Regina Elektrikbroom. Both written in light style—fun to read!

"There's danger in dust and dirt."

THE REGINA CORPORATION, RAHWAY 1, N. J.

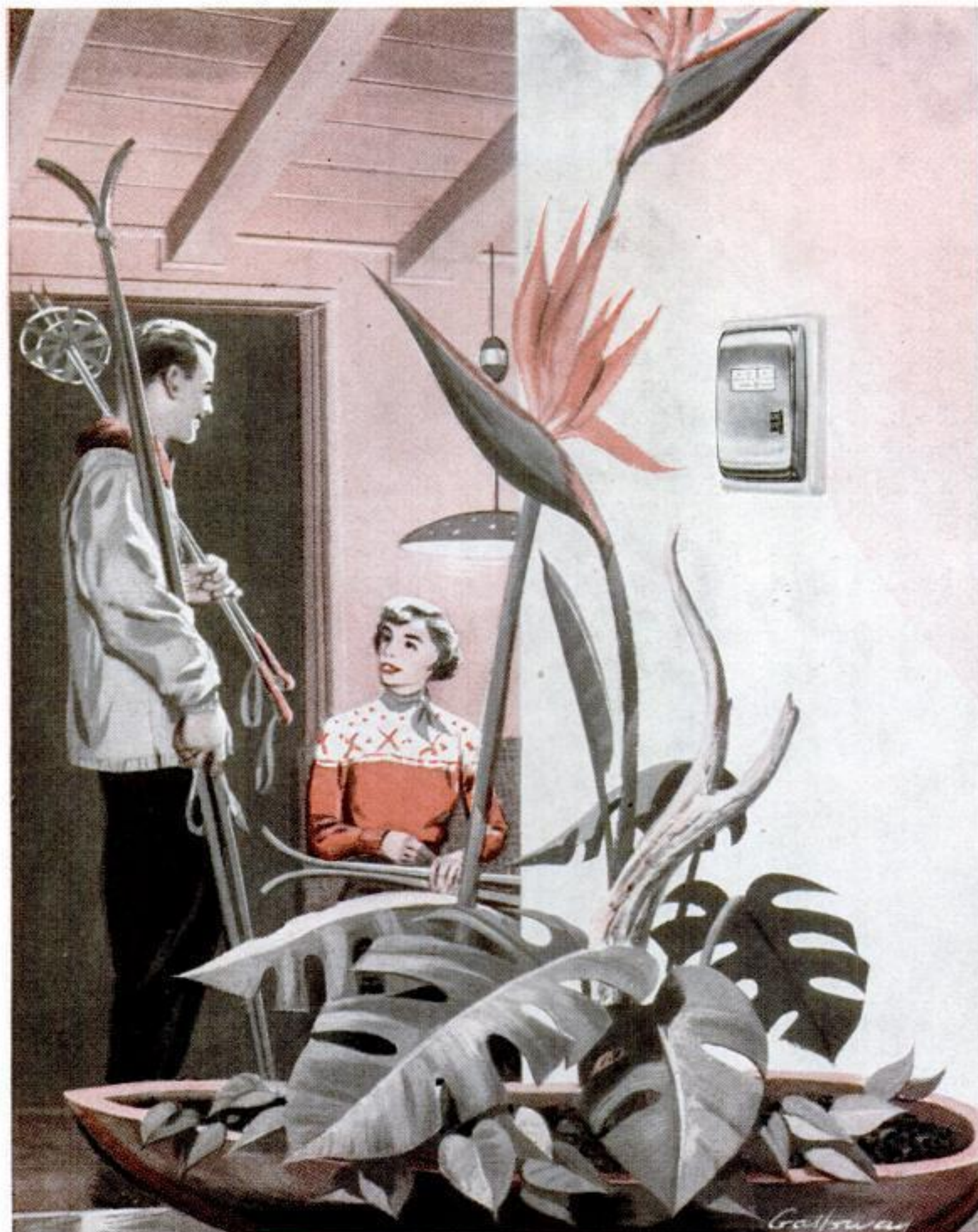
- ☐ Please send me free booklet on Regina Polisher and Scrubber.
- ☐ Please send me free booklet on Regina Elektrikbroom.

Please send name of my nearest dealer for ☐ Regina Twin-Brush Polisher and Scrubber. ☐ Regina Elektrikbroom.

NAME..... ADDRESS.....  
CITY..... ZONE..... STATE.....

IN CANADA: SWITSON INDUSTRIES, LTD., WELLAND, ONTARIO



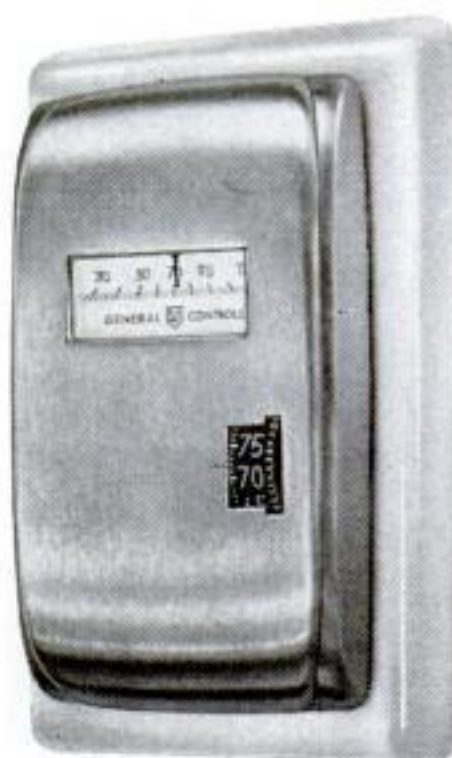


## Make living more pleasant with THIS BETTER ROOM THERMOSTAT

Today's modern homes have many conveniences, but none adds more to the pleasure of living than an automatic heat control system that maintains a comfortable indoor climate 24 hours a day. To keep your home at a constant level of healthful temperature requires a control instrument with extreme sensitivity and fast response. That's why discriminating home owners all over the nation rely on General Controls room thermostats.

### Decorators Agree

Interior decorators approve the slim silhouette of a General Controls Thermostat, smartly styled to harmonize with any decorative theme. There are many handsome models to choose from—each one a product of exhaustive research. When you select heating or air conditioning equipment for your home, specify General Controls.



## GENERAL CONTROLS

Plants in: Glendale, Calif., Burbank, Calif., Skokie, Ill.  
Factory Branches in 37 Principal Cities  
SEE YOUR CLASSIFIED TELEPHONE DIRECTORY



General Controls  
*Automatic  
Temperature  
Control Systems*

Manufacturers of Automatic Pressure... Temperature... Level and Flow  
Controls for Heating... Home Appliances... Refrigeration... Industrial and Aircraft Applications.



COTTON COAT-DRESS with dots the size of quarters (Goldberg-Weissman, \$75) has stiffened lining in skirt. Dalmatian's speckled coat is not seasonal.





# New! Home-baked biscuits in 9 minutes!



Ballard *Oven Ready* Biscuits look like this when you buy them . . .

. . . from your grocer's dairy case.



. . . like this when you open them . . .

*Cut and twist the package, out pop 10 perfect unbaked biscuits. You just bake 'em 9 minutes. No mixing, rolling, cutting; no sticky dishes to scrub up.*

. . . and like this when you bake them!

*Perfect biscuits every time! Fluffy, light and golden-crustured biscuits that rise to twice their size in your oven and melt in your mouth.*





**THESE TWO WATER PUMPS  
MAY LOOK ALIKE**

*... but your Chevrolet  
knows the difference!*

**Identical twins?** Well, there's no doubt that these two water pumps *look* alike—but that doesn't mean they'll *perform* alike in your Chevrolet.

You see, one of them is a Genuine Chevrolet Part. That single fact tells you a lot about its quality and what you can expect of it. For Genuine Chevrolet Parts offer a great many advantages that are mighty important to you.

In the first place, they're designed by the same engineering staff that designed your Chevrolet. Then, too, they're built of the same fine materials and to the same *precision* specifications as the original factory-installed parts they replace in your Chevrolet. A rigid system of tests and inspections guards their *quality*.

When you need replacement parts, always specify the parts that are made to fit right . . . function better . . . last longer—Genuine Chevrolet Parts. They're installed by your Chevrolet dealer and leading independent garages and service stations *everywhere*.

**Always ask for Genuine Chevrolet Parts**



**Available wherever you go. Made to  
fit right . . . function better . . . last longer**

**YOUR CHEVROLET DEALER**



**You benefit  
from tests like this**

Here, a Genuine Chevrolet Water Pump is carefully inspected after a grueling test run. It's part of the continuing Chevrolet program devoted to bringing you better, longer lasting parts.



## ANIMALS



STILL ANESTHETIZED FROM THE TWO-HOUR OPERATION ON HER BRAIN, TOTO SITS IN CHAIR AS DR. TRUPP HOLDS THE FILM TO TAKE AN X-RAY OF HER BRAIN

# GORILLA BRAIN SURGERY

**Latest human medical techniques remove a circus star's tumor**

Mlle. Toto II, the 4-year-old gorilla star of Ringling Bros. and Barnum & Bailey Circus, had been ailing for almost a year. Her weight dropped from 100 pounds to 56 and, when partial paralysis set in, the circus called in Dr. Mason Trupp, a Tampa, Fla. neurosurgeon. Last month in Sarasota, using the newest

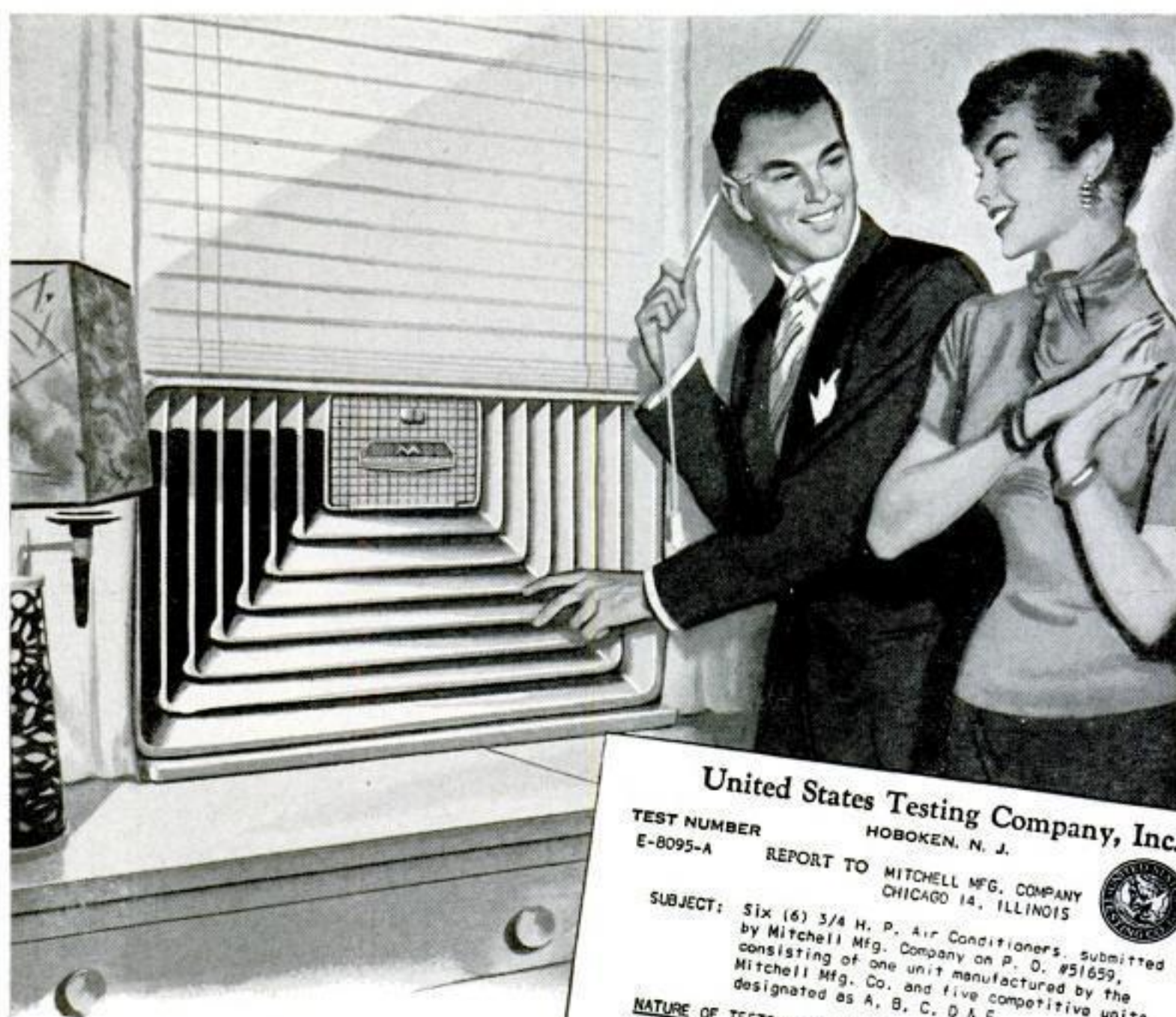
medical techniques, Dr. Trupp performed an exploratory brain operation on Toto. Toto whimpered and while being carried into clinic weakly bit her keeper before anesthesia took effect. Dr. Trupp discovered a tumor, removed it, and has been treating her since for a blood disease. Now Toto shows every sign of recovering.

TOTO FONDLES KEEPER BEFORE THE OPERATION →





**Now...Beauty and Comfort**  
**a room air conditioner that**  
**FITS FLAT WITH**  
**THE WALL...no bulge**  
**IT'S A MITCHELL**



the Brand\* rated  
**First in**  
**Cooling**  
**Power**  
 by this Independent  
 Laboratory Test

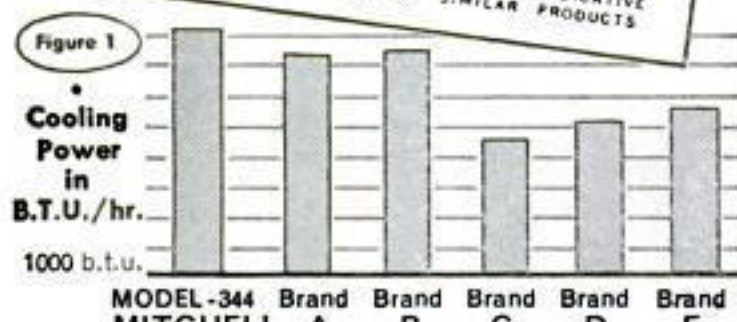
Look again at this revolutionary new space saving Mitchell Room Air Conditioner. There's nothing like it for comfort, performance and styling. It does more for you than any other with the easy to operate single-knob Weath'r-Dial... it cools, filters, dehumidifies, circulates, ventilates, exhausts and heats. It alone has all the superior features, the extra value you've been looking for, at no extra cost. *It's a Mitchell.*

Write today for free full color booklet.

there's a Mitchell dealer near you... Look under "Air Conditioning" in the classified pages of your phone book

MITCHELL MANUFACTURING CO. • Dept. 12, 2525 Clybourn Ave. • Chicago 14, Ill.

United States Testing Company, Inc.  
 HOBOKEN, N. J.  
 TEST NUMBER E-8095-A  
 REPORT TO MITCHELL MFG. COMPANY  
 CHICAGO 14, ILLINOIS  
 SUBJECT: Six (6) 5/4 H. P. Air Conditioners, submitted by Mitchell Mfg. Company on P. O. #51659, Mitchell Mfg. Co. and five competitive units designated as A, B, C, D & E.  
 NATURE OF TESTS & TEST PROCEDURE:  
 Cooling Capacity as per A.S.R.E. Circular #16.  
 The unit was installed between two adjoining controlled ambient rooms. The air quantity delivered by the evaporator fan was determined by use of a calibrated nozzle. The wet and dry bulb air temperatures in entering and leaving air streams were measured with mercury-in-glass thermometers calibrated in 0.1 degrees centigrade. Readings of wet and dry bulb air temperatures, air flow, velocity pressure, power input and line voltage were recorded every ten minutes after test conditions and thermal equilibrium had been established.  
 RESULTS:  
 Cooling Capacity for each of the units is shown on Figure 1 attached.  
 Supervised by J. Robert Tucker  
 Page 1 of 2 by George R. Hennessy  
 Engineering Div.  
 OUR LETTERS AND REPORTS ARE FOR THE EXCLUSIVE USE OF THE CLIENT TO WHOM THEY ARE ADDRESSED, AND THEIR COMMUNICATION TO ANY OTHERS, OR THE USE OF THE NAME OF UNITED STATES TESTING COMPANY, INC., MUST RECEIVE OUR PRIOR WRITTEN APPROVAL. OUR LETTERS AND REPORTS APPLY ONLY TO THE SAMPLE TESTED AND ARE NOT NECESSARILY INDICATIVE OF THE QUALITIES OF APPARENTLY IDENTICAL OR SIMILAR PRODUCTS.



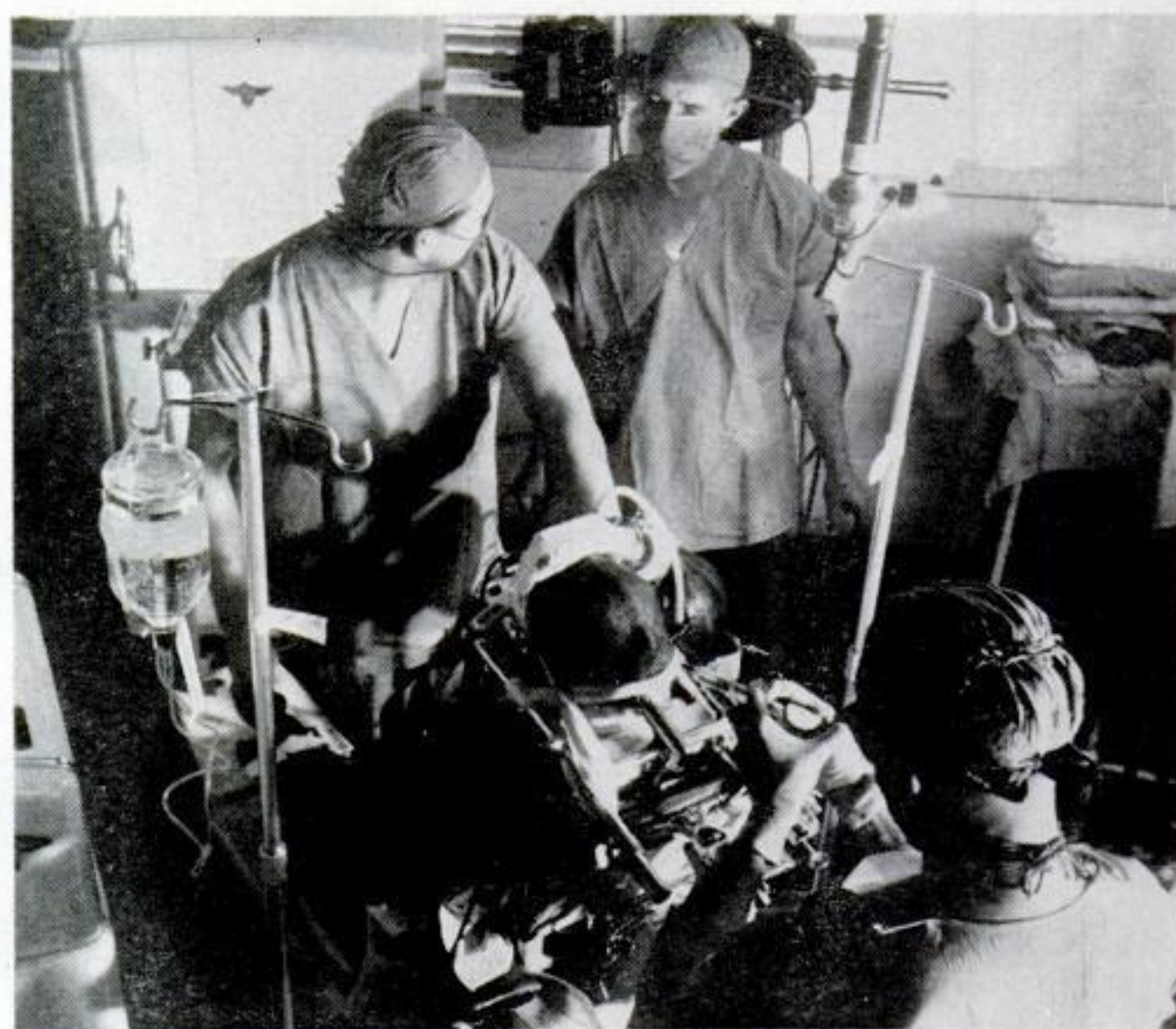
\*results based on test of a 3/4 h.p. unit of 6 leading brands.

**MITCHELL**  
 the world's finest  
 room air conditioner

**Gorilla Surgery** CONTINUED



**GETTING READY**, attendants bring surgical chair, used in brain operation, into animal clinic. Tampa Municipal Hospital loaned special equipment.



**GIVING NOVOCAIN** to supplement general anesthesia of nitrous oxide, Dr. Trupp inserts needle in Toto's scalp to deaden local pain during surgery.



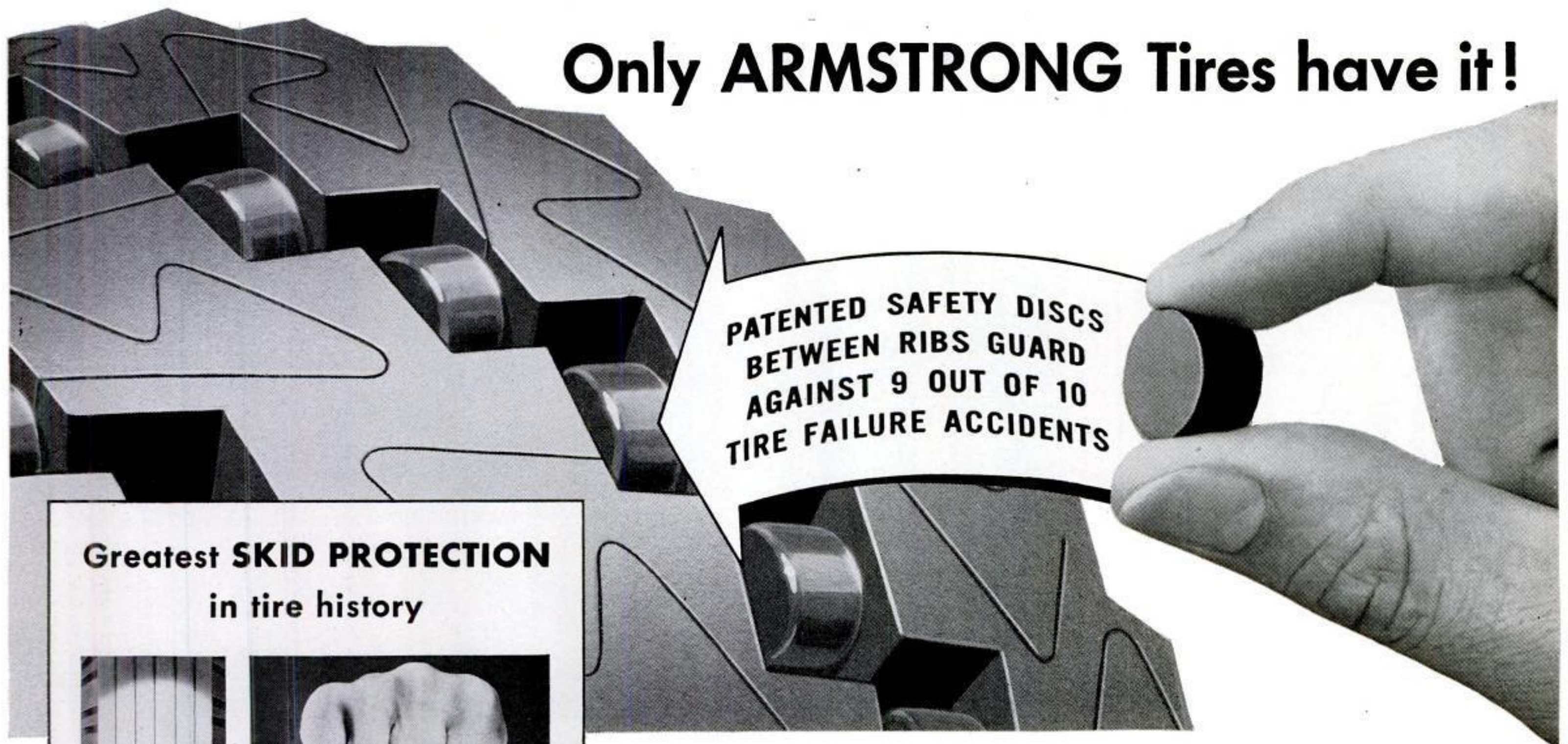
**PERFORMING SURGERY**, Dr. Trupp coagulates blood vessels after drilling skull holes. Hanging bottle (left) holds dextrose for intravenous injection.

CONTINUED ON PAGE 82



# This "Ounce of Prevention" Can Save Your Life!

Only ARMSTRONG Tires have it!



## Greatest SKID PROTECTION in tire history



With ordinary tires, tread ribs of your tires tend to compress into a smooth, slippery surface. That's because ribs squeeze together under pressure — like the edges of your fingers when you make a fist. Thus, the tread loses its vital grip on the road... *and you skid!*



With life-saving Armstrong Tires, the tread *can't* compress! Can't squeeze together — can't lose its grip! "Ounce of Prevention" discs between ribs keep gripping edges apart — like your fingers when you put rubber discs between them. *You don't skid!*

### UNCONDITIONALLY GUARANTEED FOR 18 MONTHS!

Armstrong Miracle Tires are unconditionally guaranteed for 18 months against all road hazards. Unserviceable tire will be replaced by a comparable new tire with full credit for the period of guarantee not yet realized.



## NOW! For the first time in a PREMIUM TIRE at a POPULAR PRICE!

• Think of it! Never before has this life-saving "Ounce of Prevention" been offered in an Armstrong priced so low! And it's not available in any *other* tire at *any* price!

In addition to the world's best blow-out protection, the new Armstrong Miracle brings you unequalled *skid protection, too!* And remember: Skids are the

cause of 9 out of 10 tire failure accidents that so often end in death! So you're far more safe with Armstrongs!

For a limited time, your Armstrong dealer's offering a special trade-in allowance on your old tires. So get Armstrong Miracle Tires... *today!* Tomorrow, they may save your life!

Also makers of ARMSTRONG PURE FOAM for furniture and bedding

# ARMSTRONG

## MIRACLE TIRES

Rhino Flex

"WITH OUNCE OF PREVENTION SAFETY DISCS"



*NEW*  
**"Double-Action"**  
**PALMOLIVE**  
**After-Shave**  
**Lotion**



**1. Cools Faster!**



**2. Soothes Longer!**

**ACTUALLY SOOTHES YOUR FACE  
 FROM SHAVE TO SHAVE!**

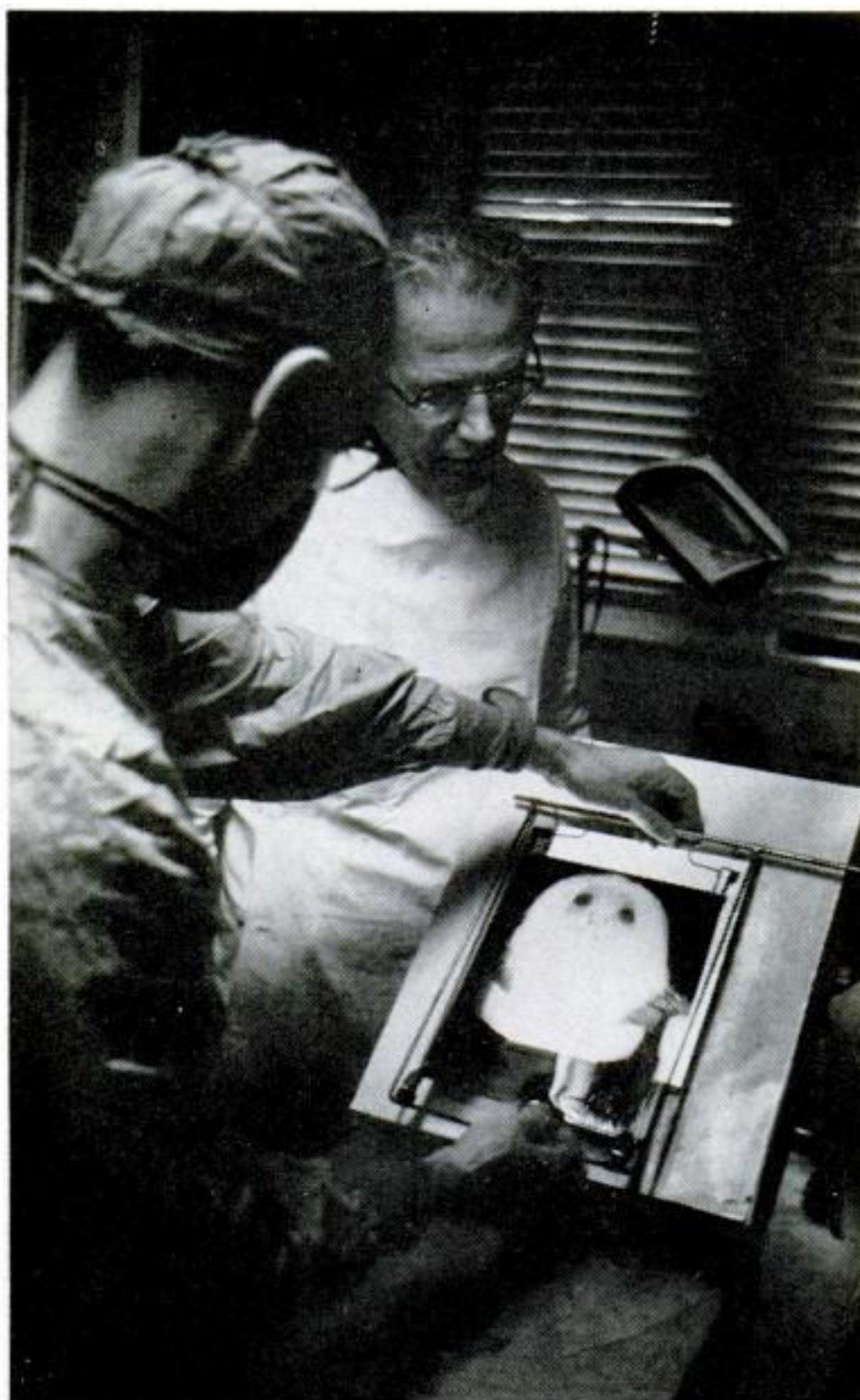
Only PALMOLIVE After-Shave Lotion has this special emollient in an exclusive combination of ingredients to give it marvelous DOUBLE ACTION! (1) Cools, refreshes faster than ever! Instantly helps heal tiny nicks, cuts. (2) Soothes longer; its deep soothing action actually lasts over 24 hours. And, it's a wonderful deodorant, too. Use it under arms. Splash it on your face, neck, hands!

**DISTINCTIVELY  
 MASCULINE AROMA**

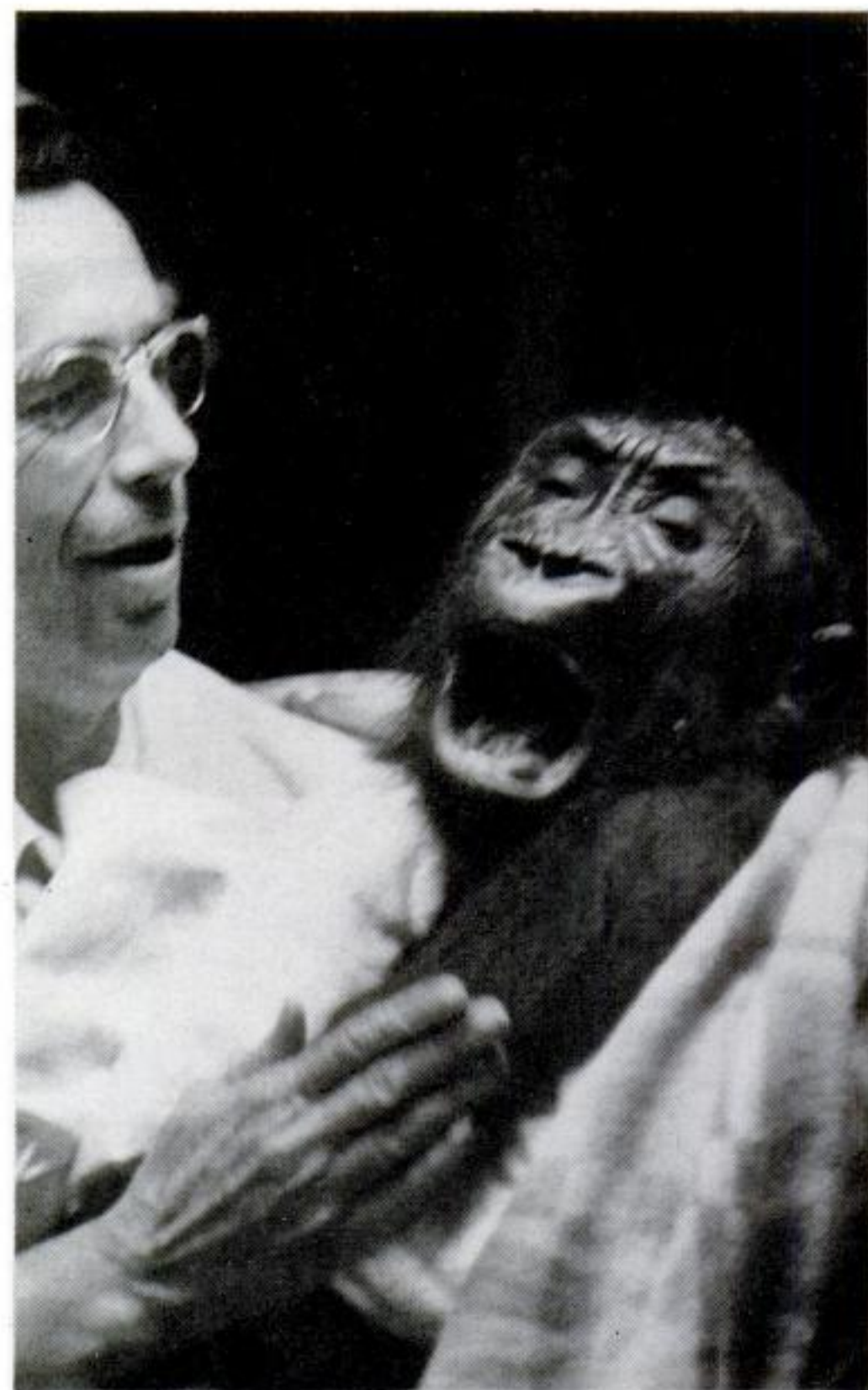
BIG 5-oz. SIZE **59¢**  
 also deluxe \$1.00 SIZE  
 all plus federal tax



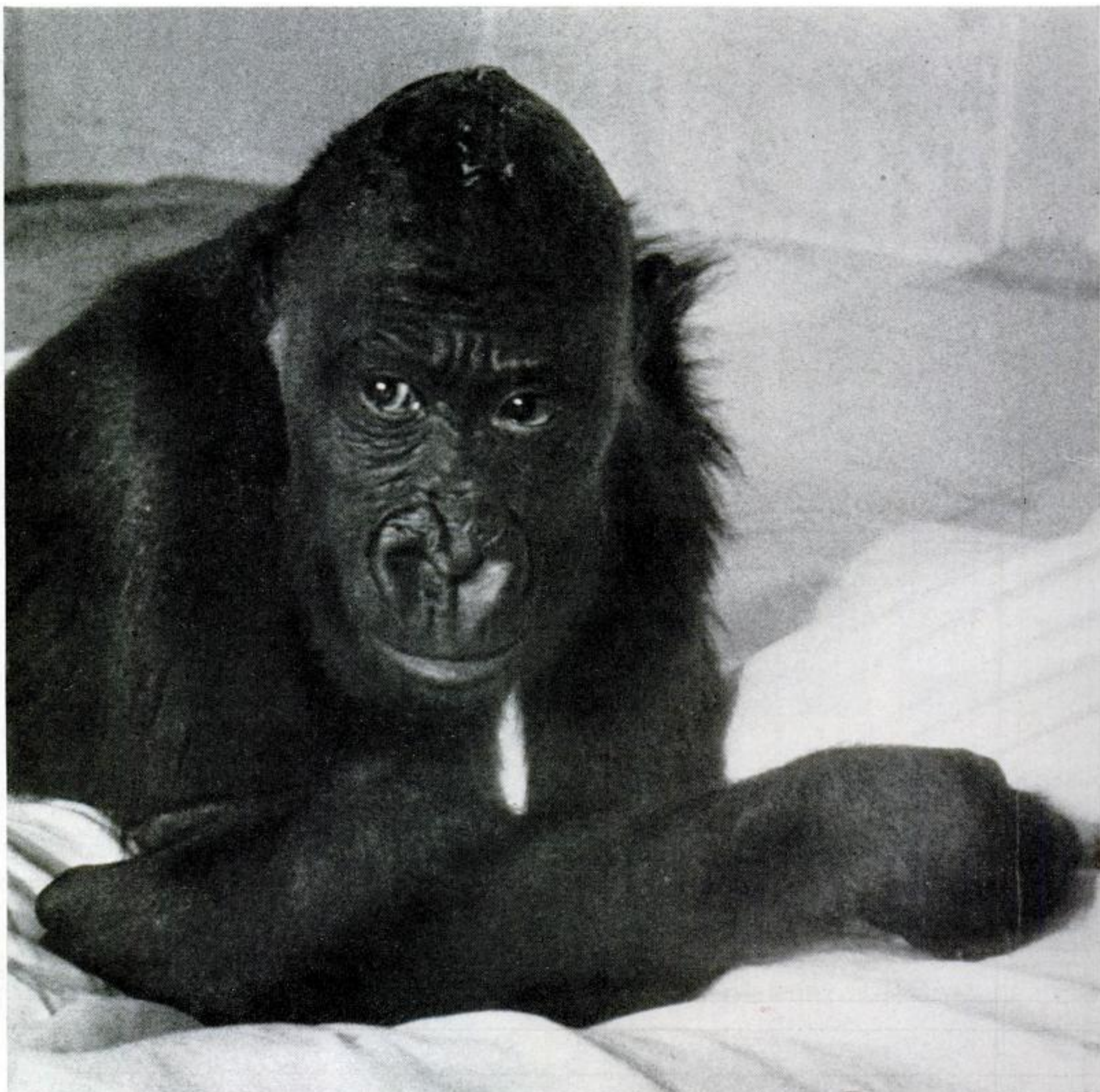
**Gorilla Surgery** CONTINUED



**STUDYING RESULTS** of operation, Dr. Trupp looks at X-ray. The black circles are air pockets in Toto's brain.



**WAKING UP** as anesthesia wears off, Toto is comforted in arms of Dr. William Higgins, circus veterinary surgeon.



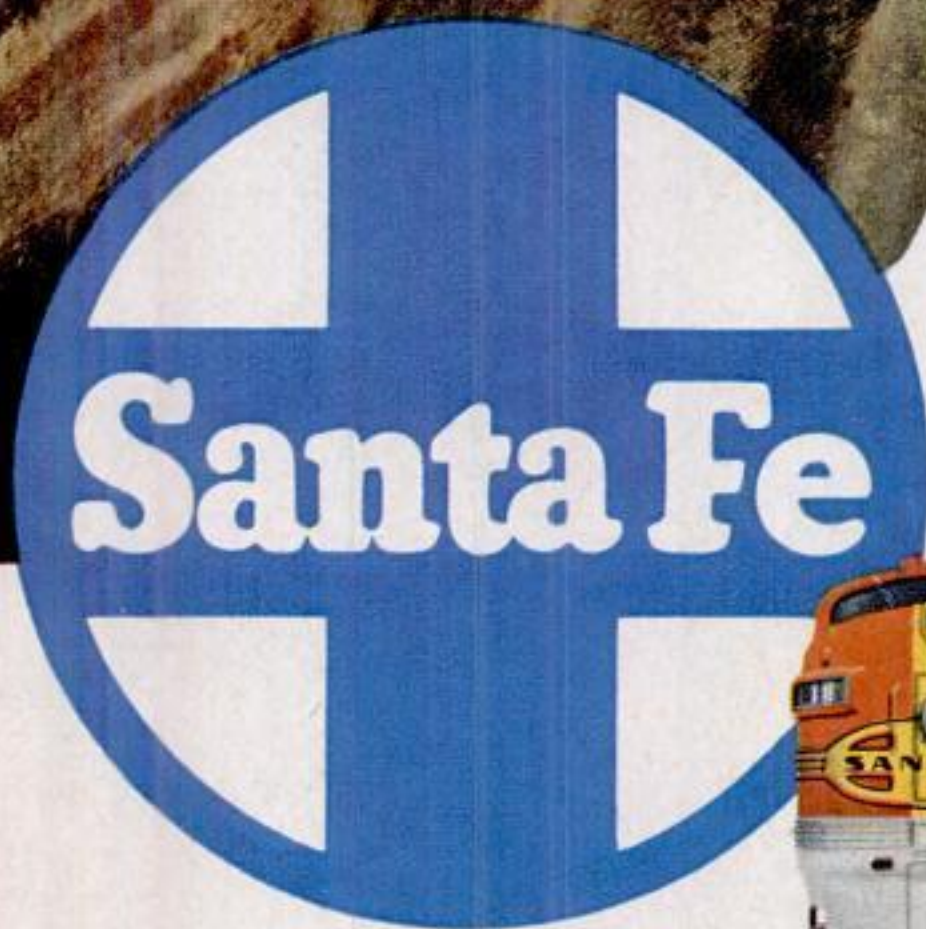
**DAY AFTER OPERATION** Toto rests comfortably in bed after meal of bananas and soup. Dr. Trupp guessed

that, even after her ordeal the day before, she had awakened that morning with no more than a "two-aspirin headache."



# The Chief

is still the Chief



America's New Railroad

Now—only 39½ hours Chicago-Los Angeles... Only one night en route westbound... Extra fare dropped... Reserved seat chair cars... Same fine Pullman accommodations... Fred Harvey food—from full-course menus to low-cost budget meals.

Also... *Super Chief* extra fare now only \$7.50 on this all-private-room streamliner, Chicago-Los Angeles.

*El Capitan* extra fare dropped on this only all-chair-car streamliner, Chicago-Los Angeles.







# WEEKEND GARDENERS' GREENHOUSES

A millionaire's hobby can now fit a modest purse

Fifteen years ago it would have been unlikely that a private greenhouse would be owned by a dentist, an accountant and a couple of businessmen, no matter how successful they might be. Today such men own the greenhouses shown on these pages and most of the other 40,000 private greenhouses in the U.S.

Before 1940 the average greenhouse cost \$15,000 to \$20,000 and was strictly a luxury. Then Lord & Burnham introduced a prefabricated greenhouse and horticulture under glass took a democratic turn. Costs have been cut until now it is possible to buy, from half a dozen firms, prefab greenhouses priced from \$350 to \$1,750. By the time a foundation wall

has been constructed, benches laid out, electricity and a heating system installed, the total cost of the greenhouse usually comes to about twice that of the prefabricated units. Custom-built greenhouses can cost a great deal more.

A greenhouse requires maximum sunshine and, if attached to the house, must be set on the south or southeast side. If free standing, there is more leeway in choosing a site. It can have straight or slant sides, whichever better suits the architecture of the house. For a busy man indoor gardening is an enormous convenience for he can count on working weekends without being forever at the mercy of the weather and the whims of weeds and insects.



## Prefab greenhouse for \$1,300

Dr. William Nitschke, New York dentist, paid \$550 for his 13x16-foot prefabricated greenhouse (*above*), another \$750 to erect and equip it. On opposite page he is watering slipper plants. Gloxinia, the purple splash in foreground, and the pink rex begonia at top back are his prize blooms.

CONTINUED ON NEXT PAGE





### Dome roof, \$11,000

Frank Hough of Illinois, who makes tractor shovels, has a greenhouse (below) 24x14 feet and 12 feet high which cost \$3,300. The rest of the \$11,000 was spent putting in elaborate heating plant, foundation, flagstone walks, pool, abundant shelves. Mr. Hough specializes in geraniums (opposite page) because they bloom all year, make a fine greenhouse plant.



### Custom-built, \$2,500

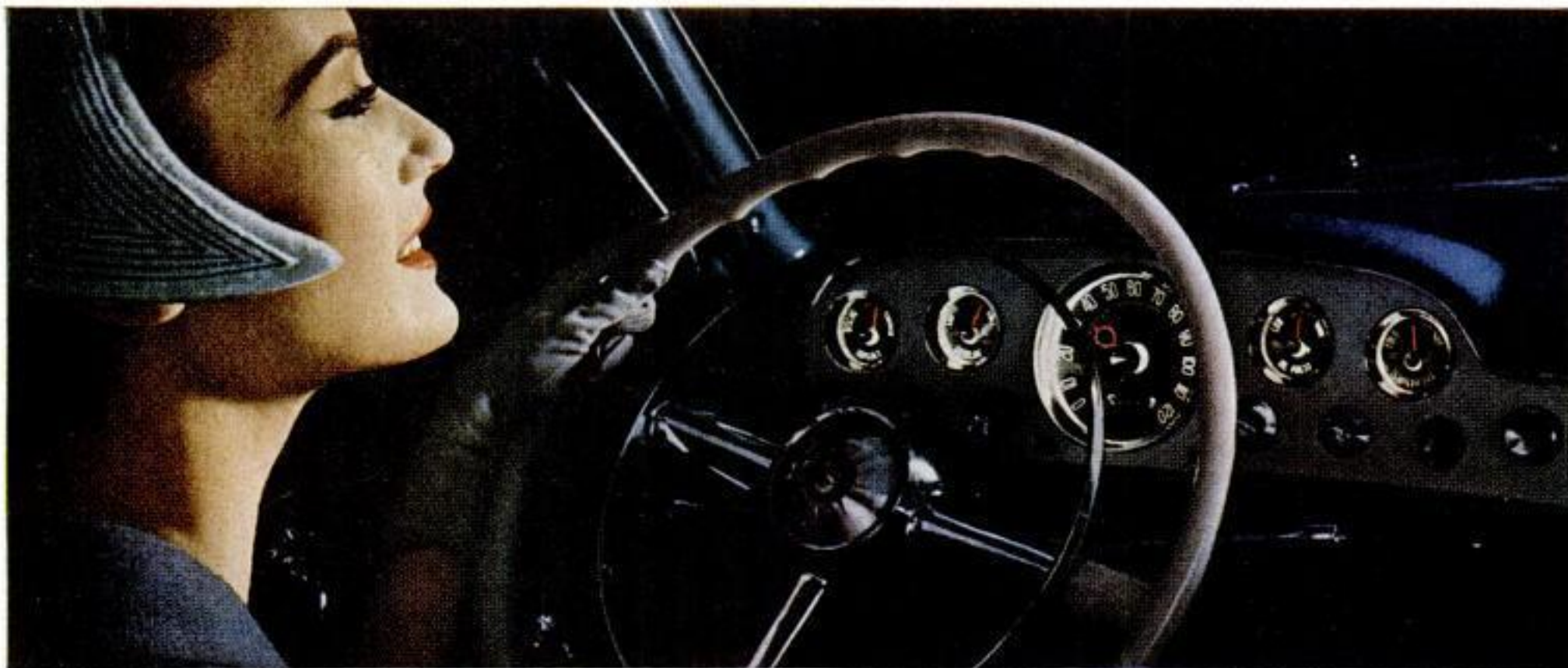
Lean-to type 30x10-foot greenhouse (above) was built by Nathaniel Hess, a New York food distributor as integral part of new modern house. It has an aluminum frame for easy maintenance, awning-type windows, a fieldstone base. The interior of greenhouse is shown at top. At left are white geraniums and azaleas; at right, orchid cactus and iris of various colors.











Silhouette-lighted instrument panel is a glare-free, glamorous complement to decorator-matched interiors.



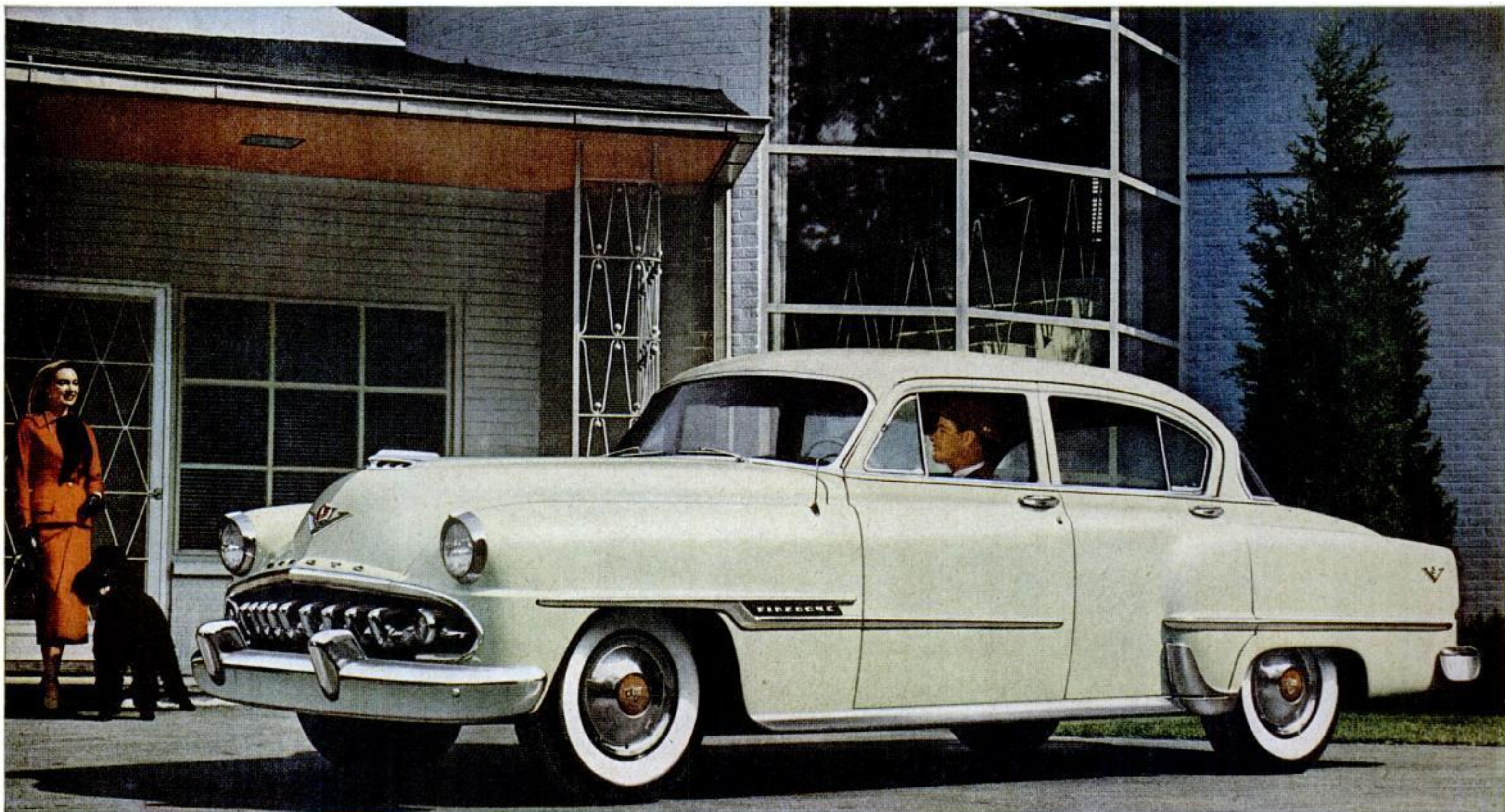
You stop at a touch—Power Brakes do 50% of the work.

From the moment you turn the key in a  
**DESOTO AUTOMATIC**  
 you do **less** and the **car** does **more!**

- ▶ because of fully automatic no-clutch PowerFlite drive
- ▶ because of Full Time Power Steering and Power Brakes
- ▶ because of new engine might...new level ride...new balanced weight

For instance, astonishingly smooth PowerFlite drive eliminates clutch and gearshift. Full Time Power Steering does 80% of your wheel work. Power Brakes cut your pedal effort in half. ▶ But these optional features are only part of the story. *No other car in its class matches De Soto's comfort features!* That road-hugging ride stems from a new full-width frame that's heavier than ever—plus No Sway Ride Control for sharp

curves and corners. Five kinds of insulation cloak you in soothing silence. The lightning-bolt getaway is from FireDome's mighty 170 h.p. The rich, new interiors have the luxury of choice fabrics in beautiful weaves and textures. ▶ In every way that counts for driving that's better than ever—DeSoto is the car of the year! Try a FireDome V-8 or Powermaster Six before you decide. ▶ De Soto Division, Chrysler Corporation.



DESOTO-PLYMOUTH Dealers present **GROUCHO MARX** in "You Bet Your Life" every week on both RADIO and TELEVISION...NBC networks.





**INDOOR GARDENING** requires few hours' work a week, may be indulged at night or during bad weather and requires no stooping down. Most bugs and blights which the outdoor gardener must fight constantly are easily controlled.

## How to Have A Green Thumb in a Greenhouse

**COOL GREENHOUSE** is kept between 40° and 50° at night, is best for an amateur to maintain (a warm greenhouse is kept at 60° or above). The fuel bill is smaller, insects and diseases are easier to control. Most greenhouse plants do best at a night temperature of 50° but will not suffer much if it is cooler.

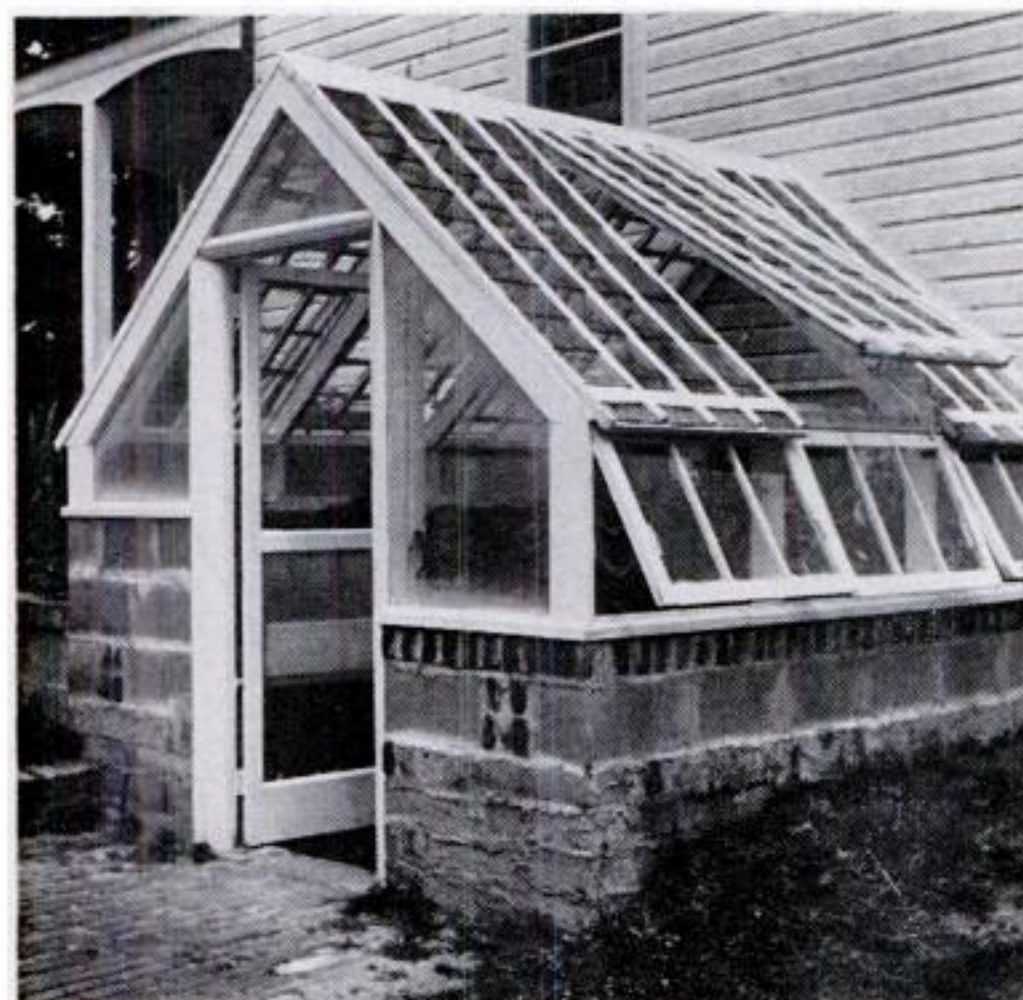
**EQUIPMENT** consists of benches for potting and plants, a soil bin, a rack for pots and seed flats, a cabinet with shelves. Tools needed are hand cultivators in various sizes, a watering can, pair of scissors, a trowel, a sprayer, a fine and a coarse sieve.

**WHAT TO GROW** depends upon the tastes of the gardener. Many greenhouse owners succumb to a passion for some special flower such as orchids, camellias, geraniums or tropical plants. Others find it more fun to grow a variety of plants so that something will be in bloom most of the time. Some of the easiest flowers to grow, especially in a cool greenhouse, are freesias, iris, begonias, daffodils, primroses, snapdragons, calendulas, camellias, hyacinths, anemones, pansies and Boston yellow daisies. Asters, gloxinias and gardenias do well under glass in the summer. So do tomatoes and melons. Among plants which bloom at all times of the year are nasturtiums, morning glories, geraniums and oxalis.

**HEATING** a home greenhouse is most often done by extending the heating system of the main house or installing electric, oil, or bottled gas space heaters of kinds particularly suited for greenhouses. Heat can be brought through extra ducts from a central hot air system so long as the greenhouse is not open to the furnace room if artificial gas is used. A central steam or hot water system can be extended to a greenhouse which is within 125 feet of the main boiler. Proper heating equipment for an attached 11x13-foot greenhouse usually costs at least \$250.

**VENTILATING** a greenhouse is as important as heating it. Ventilators at the sides and top of the greenhouse provide flow of air. Since frequent adjustment is necessary to suit changing weather conditions, automatic roof ventilators are convenient. For an attached 11x13 greenhouse they cost as little as \$60. A greenhouse should not be crammed too full of plants or there will not be enough air to act as a cushion against sudden temperature changes.

**AUTOMATIC WATERING** of the greenhouse can be regulated by a tensiometer which tells when moisture is needed and turns on water through electrical controls. This system costs about \$75 once pipes leading into each plant bench are installed.



**HOMEMADE GREENHOUSE** off basement can be built with Easi-Bild pattern using stock hotbed sash and stock-size lumber. Materials for 9x9-foot size cost about \$200.

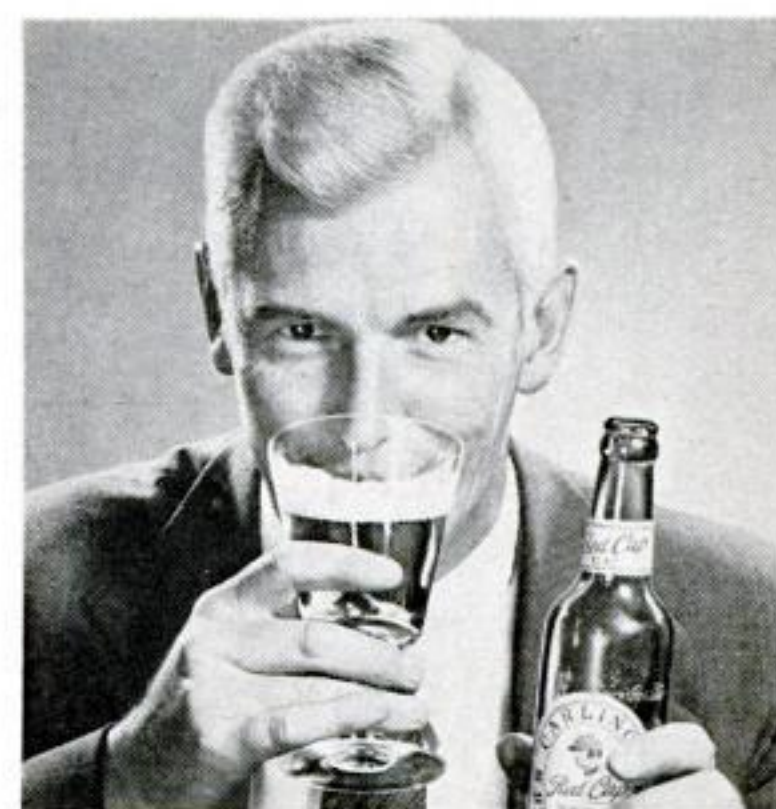


**PREFABRICATED LEAN-TO** in 7x9-foot size (Metrolite, \$325) is one of many easy-to-assemble models available. Aluminum versions cost a little more, are more durable.

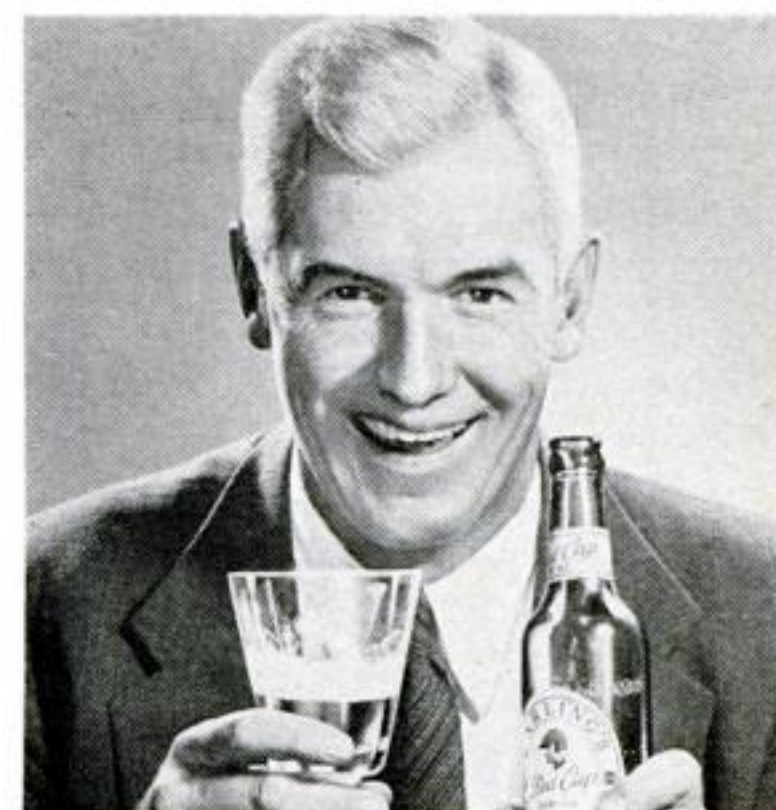
## BETTER THAN BEER?



can it be?



Try Carling's Red Cap Ale



...and see!

At Carling's we brew both beer and ale—and each is mighty popular. But more and more people are telling us Carling's Red Cap Ale gives them more pleasure than any beer they ever tasted. They say it's light and dry as the smoothest beer, yet with that extra flavor—that "heart" which only a fine ale can provide! They call it the "light-hearted" ale.

**Tonight, why not try it?** See whether *you* are one of those who find Carling's Red Cap Ale tastes even better than beer!

**CARLING'S**  
Red Cap Ale



© CARLING BREWING COMPANY, CLEVELAND, OHIO





Delsey is fine  
and firm and soft  
—like Kleenex tissues

Of all toilet tissues new Delsey\* alone gives you that luxurious Kleenex\* quality. The same wonderful softness and absorbency (double ply for extra strength). Just as you prefer Kleenex, we believe you'll like this new, finer bathroom tissue.

*Tears clean at a touch!*  
No shredding, no waste with  
Delsey toilet tissue. It's "clean  
cut" to tear evenly — last longer!



*Ask for Delsey where you buy Kleenex*



# TELEVISION



OUT-TRUMPETING THE TRUMPETER, ETHEL MERMAN SETS TV CHORUS ROCKING WITH "BLOW, GABRIEL, BLOW"

## ANYTHING GOES AGAIN

Merman helps make Cole Porter's 1934 musical a 1954 hit

It was almost like 20 years ago on Broadway. There was Ethel Merman in the same role, belting out such great Cole Porter songs as *Blow, Gabriel, Blow*, *You're the Top* and *I Get a Kick Out of You*. There were cute chorines in giddy gyrations, a slapstick gangster and a hollow-headed gun moll. *Anything Goes*, one of the best of all musical comedies, was being brought back, through TV, on the Colgate Comedy Hour (NBC).

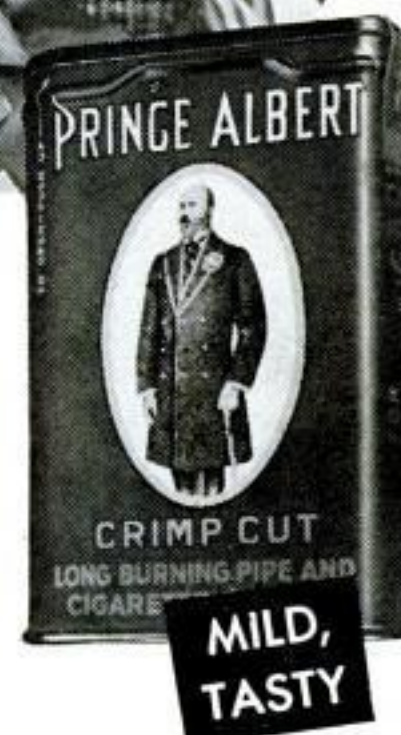
The TV producers changed the period of the show to the roaring '20s instead of the gangsterish '30s, cut the comedy harshly, apparently to make room

for three songs lifted from other Porter musicals. As substitutes for the original co-stars, William Gaxton and Victor Moore, the TV show had Frank Sinatra and Bert Lahr—and the substitutes did fine. What emerged was a fast-moving extravaganza that spread tuneful nostalgia from coast to coast. Miss Merman was in wonderful voice, Cole Porter's songs came out as sweet and as hot as ever, and the \$175,000 that went into the show provided eye-filling backgrounds. Happy with the result, NBC is now flirting with the idea of resurrecting other old musicals for television.

CONTINUED ON NEXT PAGE



*Nature  
in her own  
sure way  
put the  
flavor in  
P.A.*



**PRINCE ALBERT**

America's largest-selling smoking tobacco



Someone's  
birthday between  
March 21 and April 19?

Aries people are strong-willed,  
generous, enthusiastic,  
independent—born to appreciate  
a watch as fine as Elgin.

Give her the  
ELGIN LOTUS  
17 jewels. \$39.75



Give him the  
ELGIN "19" GARFIELD  
19 jewels. \$59.50

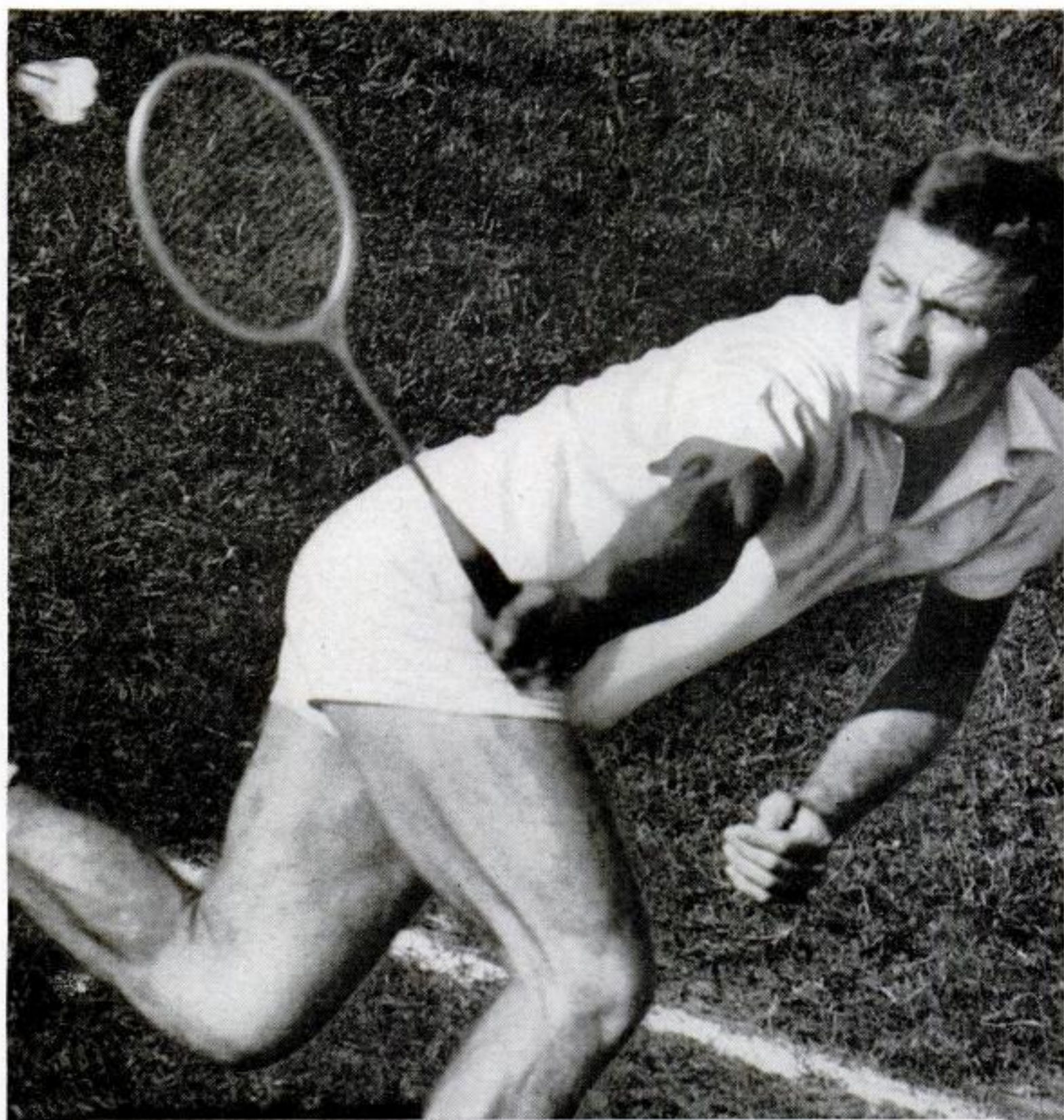
Prices include Federal Tax

**ELGIN**

The beautiful way to  
say "Happy Birthday"



# So Fast You Need A Stopwatch To Time Its Speed!



**FAST!** You've got to be on your toes when you play badminton, for the "bird" can really fly. Top notch performers can hit it across the net at about 70 m.p.h.—so fast you need a stopwatch to time its speed. Yes—and when you drop a Bayer Aspirin tablet in a glass of water, you'll see that it starts disintegrating almost instantly—so fast you need a stopwatch to time its speed. The same thing happens in your stomach. That's one reason why Bayer Aspirin relieves ordinary headache—makes you feel better—fast!

**EFFECTIVE!** Highest medical authorities know that Bayer Aspirin's single active ingredient is one of the most efficient of all pain relieving drugs.

**GENTLE!** Bayer Aspirin is so gentle doctors prescribe it even for small children.

**DEPENDABLE!** No other pain reliever can match Bayer Aspirin's record of safety—of safe use by millions of people. Bayer Aspirin has been tested—and proved—by time.

**GET THE BEST —  
GET BAYER ASPIRIN**

'ANYTHING GOES' CONTINUED



"YOU'RE THE TOP," sing Frank Sinatra and Miss Merman, who tells him, "You may be a louse, but I always said . . . a louse with character."



"YOU'RE THE CAT'S MEOW," says Englishman Sir Evelyn Oakleigh as he switches attentions from Miss Merman to hip-swinging Sherree North.



"YOU'RE HARMLESS," Gangster Moonface Mooney (Bert Lahr) is told as FBI drops him from public enemy list. Disgraced, he turns in machine gun.



# ONLY **LEWYT** CLEANS RUGS **4 ways at once!**

WITH EVERY EASY STROKE YOUR RUGS GET  
**COMBED, BRUSHED, SURFACE-CLEANED and DEEP-CLEANED!**



LEWYT GIVES YOU ROUND-THE-ROOM CLEANING, PLUS FEATURES FOUND IN NO OTHER CLEANER TODAY!

4-Wheel "Dolly" (shown above) optional at small extra cost



**ROTATES—EVEN WITHOUT "DOLLY!"** Turns in center of room on "Circular Track" base, no "swivel top" to lose suction!



**NO DUST BAG TO EMPTY!** Toss out "Speed Sak" a few times a year! By test has largest dirt-capacity in actual use!



**NO WHINING ROAR!** Peripheral-Silencer hushes Lewyt to a gentle hum that won't fray nerves! A Lewyt exclusive!



**ALLERGY-PROOF FILTER SYSTEM!** Traps dust particles even smaller than 4/100,000 of an inch! A Lewyt exclusive!



**SWEEPS BARE FLOORS!** Comes with tools to: dust blinds; brighten upholstery; spray paint; wax! Even de-moths closets!



**SUCTION-CONTROL DIAL!** Just like ironing, you dial "wool rugs," "cotton rugs" or "drapes!" A Lewyt exclusive!

YOU don't wear yourself out with the wonderful Lewyt because its No. 80 Carpet Nozzle does the work—not you!

Unlike any other carpet nozzle, it has an automatic comb-valve and an adjustable Fuller Brush *plus* 2 kinds of suction, both more powerful than an upright cleaner. With every easy stroke, all 4 cleaning actions work for you—*automatically*!

You simply glide the nozzle over your rugs, picking up cat and dog hairs, dust and deep-down dirt as you go. With its swivel-action you can slip around and under furniture—making rug care easier and more thorough than ever before possible!

This is just one of *many* features you get in this great new Lewyt—the result of 66 years of precision manufacturing. And look! You can equip your Lewyt with the handy 4-wheel "Dolly" so it rolls room-to-room and carries your cleaning tools along!

**\*\$89<sup>95</sup>**

Your Lewyt dealer is listed under "vacuum cleaners" in your phone book. Complete with all cleaning tools. Slightly higher in Far West. \*Manufacturer's recommended retail price.



**LEWYT OFFICIALLY ENDORSED** by National Institute of Rug Cleaning, Inc. . . . official association of professional rug cleaners, owners and operators of professional rug cleaning plants. *Vacuum your rugs daily.* Have them professionally cleaned at least once a year by a professional rug cleaner.

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**DO IT with LEWYT** The "NO DUST BAG TO EMPTY" Vacuum Cleaner

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LEWYT CORPORATION, Vacuum Cleaner Division • 70 Broadway, Brooklyn 11, N. Y.





Remember...

for the nicest

For every occasion  
...all through life

Get well  
Grandmother



Congratulations  
Baby



Happy  
Birthday  
Daughter



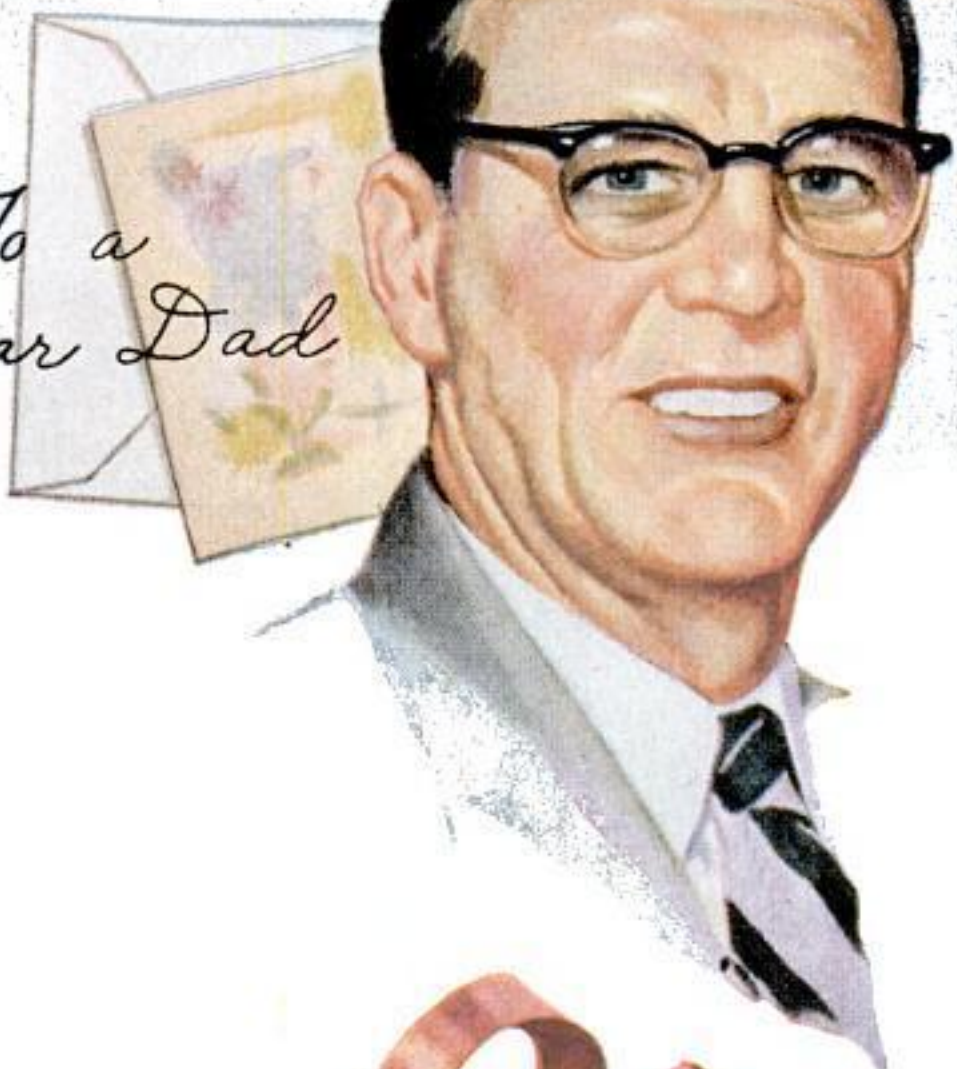
## Say it with a Munson Greeting

No better way to say your best...to those so dear, afar or near. To show that you understand, that you appreciate...to convey the love in your heart, to remind that you remember. No finer way to spread good cheer, to share good-will, to send the message of comfort...to beloved ones at home or faraway friends, to relatives close or distant. You *certainly* say it nicely *when you send* a MUNSON Greeting.

MUNSON Greeting Cards are big, bright and beautiful. Rich in verse, glorious in art. And only MUNSON gives you the personal touch of matching envelopes. With a quality unsurpassed at twice the price, MUNSON gives you *so much more...for so much less*.

That's why *more* people select a MUNSON Greeting...that's why MUNSON doubles your pleasure when you send a greeting...that's why *most* people love to receive a MUNSON Greeting. Next time, whatever the occasion, make yours—a MUNSON Greeting...only 15¢

To a  
Dear Dad



Happy  
Mother's Day



More people send

Munson

GREETING CARD



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## Dress up the gift with gay, colorful Munson Wraps

Your choice of magnificent MUNSON Gift Wraps gaily enriches any gift with festive graciousness. You flatter your giving and bespeak superb taste. For with MUNSON, your gift is proudly wrapped in charm and beauty. There's a fashion-smart MUNSON Gift Wrap design for your every want...be it a shower, to greet the new-born baby, to compliment the anniversary, or just an every-day friendship package. Each packet contains two extra-strong, giant-size sheets—40% more paper per sheet than you ordinarily get...only 25¢



Look for the famous Munson Carousel\*

Your choice of thousands of cards in hundreds of welcome selections. So easy for you to select in the MUNSON Carousel. All MUNSON Cards are one price. Why pay more? Why get less?



**Munson  
first in  
Greeting Cards  
for all occasions  
15¢ each**

**GIFT WRAPS**

than any other make in the world

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9 out of 10 cases tested  
show Listerine ANTIZYME  
Toothpaste helps protect  
teeth from decay acids  
all day! 33c, 59c



LISTERINE Antiseptic sweetens  
breath, soothes throat. Guards  
against infectious dandruff.  
15c, 29c, 49c, 79c

From hair-care to beauty basics...

**Shop Woolworth's for exciting beauty news!**

Use WHITE RAIN Lotion  
Shampoo...have hair that's sun-  
shine-bright! 30c, 60c, \$1

LANOLIN PLUS LIQUID for any  
skin! It's a night cream, make-  
up base, cleanser! \$1, 1.75\*

Three TONI Home Permanent  
formulas! Choose the one that's  
best for your hair! Refill, 1.50\*

SOFSKIN Hand Cream pene-  
trates skin...doesn't rinse away.  
10c, 33c, 59c, 98c\*



**Susan Smart** says  
"Look to  
**Woolworth's** this spring  
for famous names  
in beauty"

Celebrating  
WOOLWORTH'S  
FIRST 75 YEARS  
1879-1954

One-stop shopping centre for all your favorite brands

**F. W. WOOLWORTH CO.**

\*Woolworth's Shopping Reporter

Everything's at your finger-tips...  
**At Woolworth's convenient cosmetic counters!**

House of Westmore TRU-GLO  
Liquid Make-up...complexion per-  
fection in every shade! 59c\*

Satinize your skin with PACQUINS  
Silk 'n Satin Lotion. 25c, 49c\*  
Dispenser bottle, 79c\*

Vibrant Spring colors with an en-  
chanting fragrance...Perfumed  
DURA-GLOSS Nail Enamel. 25c\*

'Moisture Shield' in new FRESH  
Cream Deodorant protects your  
daintiness. 12c, 27c, 43c, 63c\*

'Magic Mist' sprays curls  
in place. HELENE CURTIS  
Spray Net with lanolin lotion,  
in dispenser. 1.25\*



Natural radiance for  
your cheeks...with  
HAZEL BISHOP  
Liquid-creme  
Complexion Glow.  
69c, 1.25\*



\*Plus tax



# HELPING BAD BOYS

## A plan pays off for New Jersey

PHOTOGRAPHED BY HOWARD MODAVIS

The despondent boy shown here is the fatherless son of a destitute mother. An unmanageable truant at the age of 9, he was sent to a state institution. While other boys gathered around the piano he sat apart clasping his head in his hands. As they were singing, "If you like-a me like I like-a you," he groaned and cried out, "No!" He likes no one and is sure no one likes him.

In one form or another this response, psychiatrists have found, is the response of most juvenile delinquents. To the boy who spends his days rifling candy stores, stealing cars or mugging, the world is a prison, constructed, stone upon stone, in his own mind. Injured by some segment of society (usually his own family) he sets himself (usually without knowing why) against all society. A prisoner in mind, he frequently becomes a prisoner in body as well—in a state institution.

The institutions to which such boys are sent often work insidiously against them. No state knows this better, or is doing more about it, than New Jersey. Its officials know that though delinquent boys may be effectively removed from society, punishment too often fails to bring recognition of wrongdoing. For a delinquent, unaware of the forces which formed his attitudes, cannot rationally repent. Confinement then seems unjust and proves to him that his attitude toward society was right.

In the Jersey system, delinquents are carefully classified so that only the necessary minimum of security is imposed on them. Minor offenders are sent to institutions completely without walls, cells or armed guards (pp. 104, 105). Psychiatric aid and staff consultations provide individual attention. Most of all, Jersey is counting on a completely new innovation—its Diagnostic Center at Menlo Park (pp. 100-103) where psychiatrists and psychologists are trying to help delinquents rediscover a world which can be a good place to live in.

**LONELY** and withdrawn, a delinquent boy keeps himself despondently apart from his group.





**IN LONELY LIBRARY** a single inmate reads among empty chairs and tables. The library's large but heavily censored stock holds small appeal for

the majority of the Bordentown inmates, who are practically illiterate. Because of this the institution must resort to carefully selected comic books.

## HELPING BOYS CONTINUED



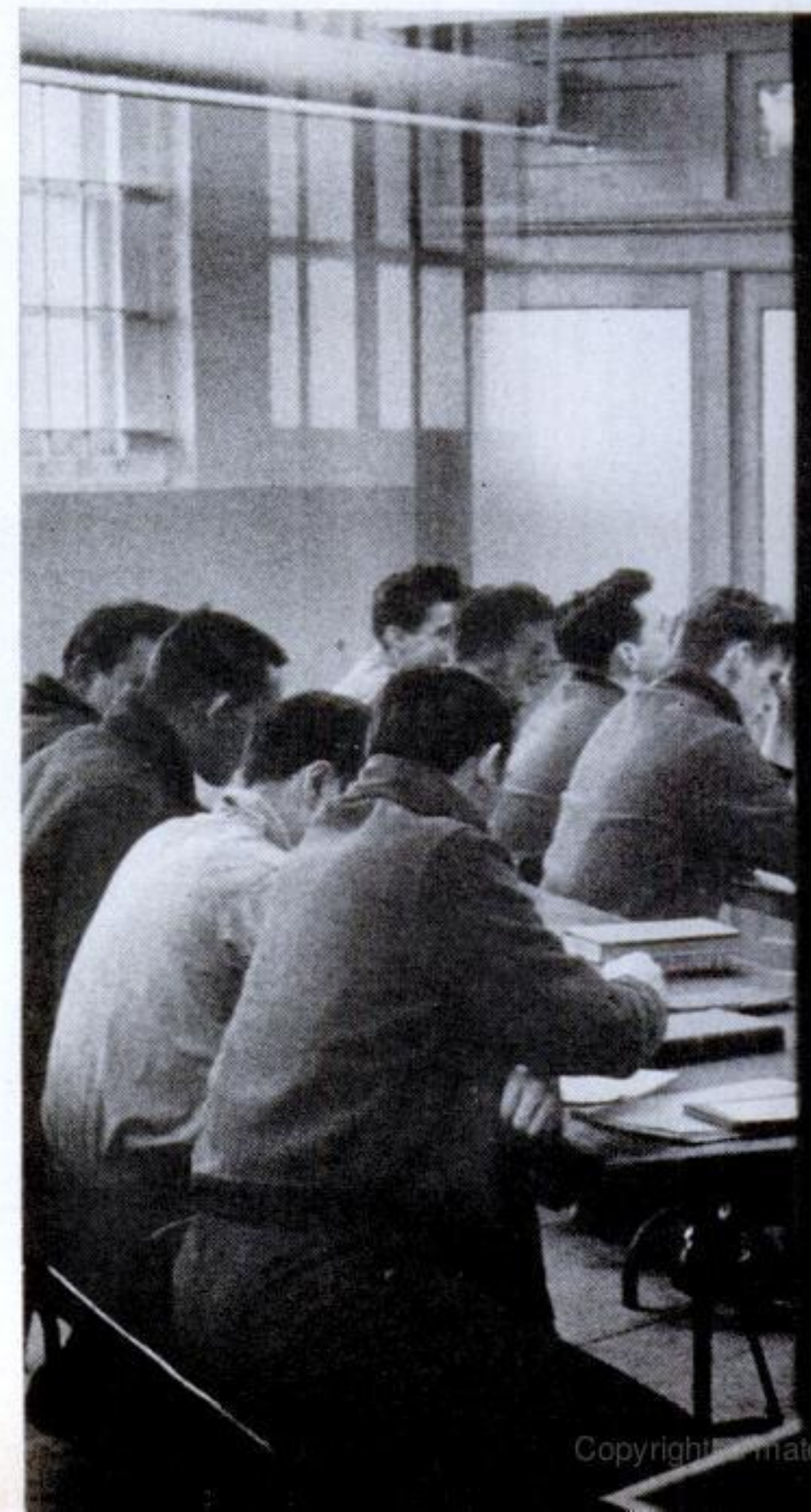
**IN SHOESHOP** SUPPLYING OTHER INSTITUTIONS

## WORST ARE

Bordentown, where New Jersey sends older and more disturbed delinquents, is on the borderland between real prison life and relatively free homes for minor offenders. Though its windows are barred, Bordentown has no walls. Its correction officers are unarmed. The young men study in class, learn trades, run its farm, which helps supply other state institutions.

Like the institution the inmates of Bordentown reflect life midway between freedom and prison. A few show open hostility to the regimented life of a reformatory, but most offer only passive resistance. To reclaim as many as

**CLASSES ARE HELD** TO PROVIDE A HIGH SCHOOL





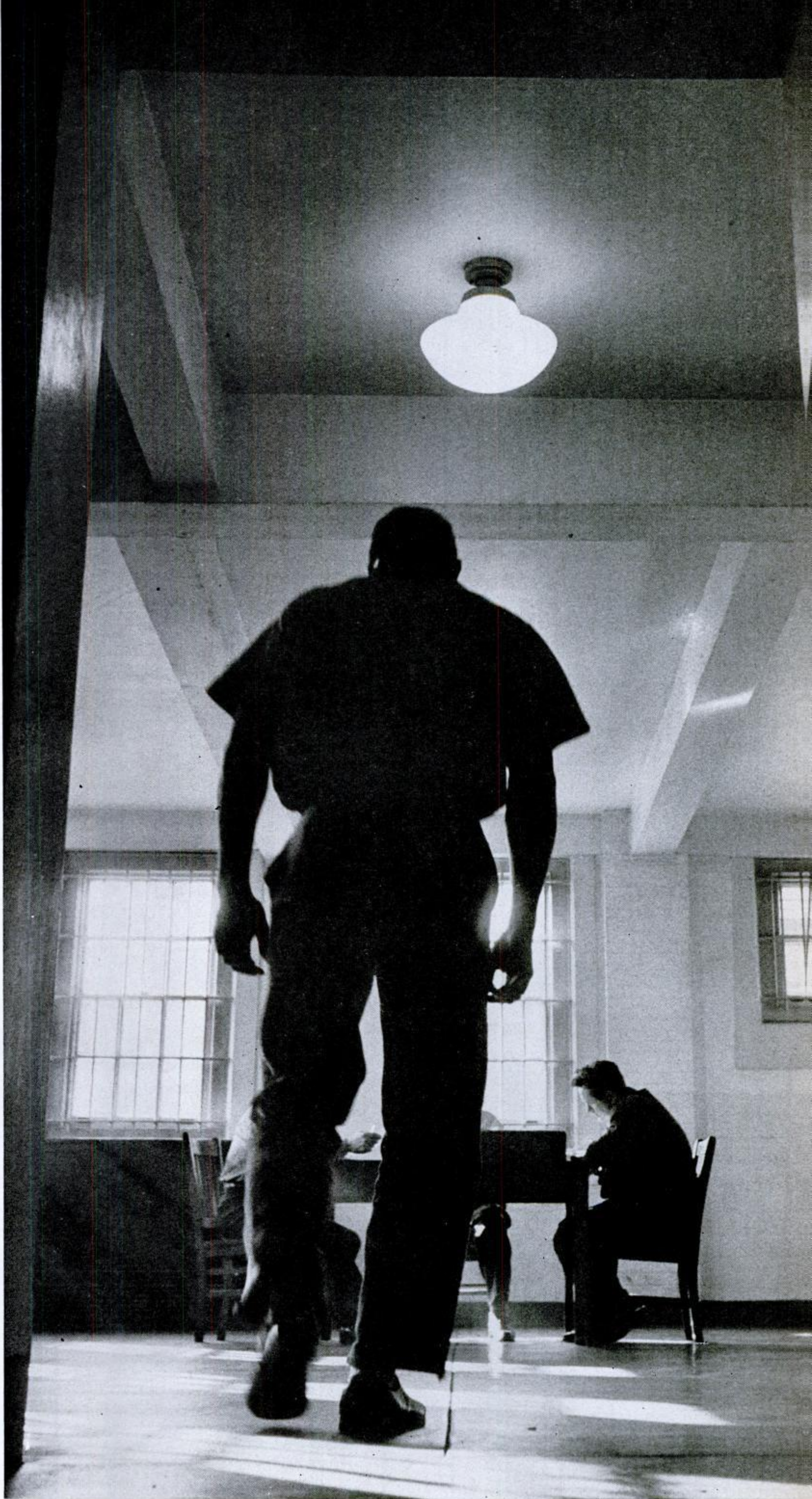


A YOUTHFUL INMATE LEARNS A USEFUL TRADE

## RESTRICTED

possible, social workers, a psychiatrist and staff members work with them individually, trying to help them make the adjustment necessary to live in society. But because they are older, and many are repeated offenders, progress is always difficult and racial, sexual and emotional tensions are aggravated by confinement. The conflicts are kept to a minimum by a unique inmate congress and council. The congress sets up rules, the council enforces them. Both are elected by secret ballot which helps break up prison cliques and protect the boys against the intimidation of prison toughs.

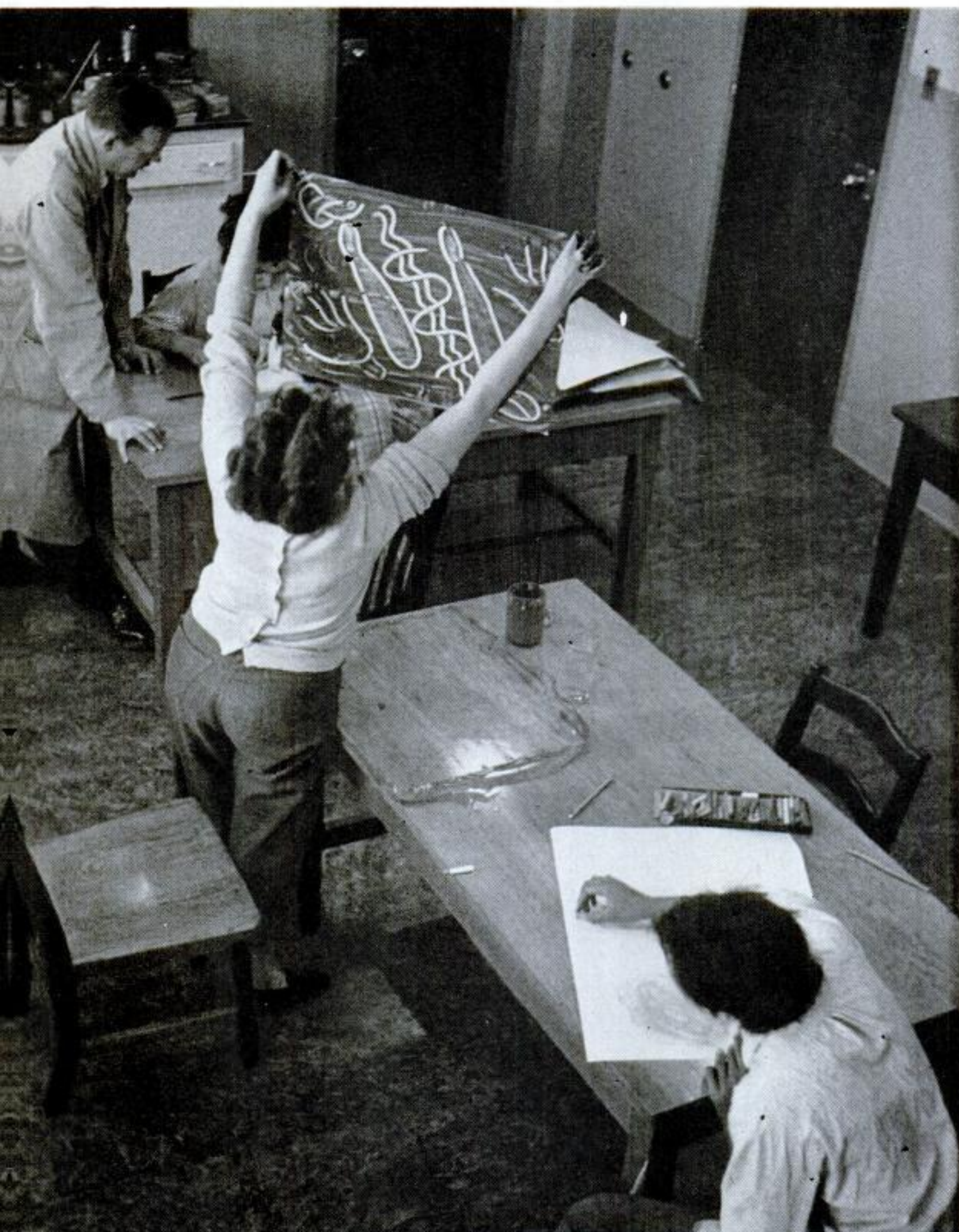
EDUCATION, BUT FEW BOYS SIGN UP FOR THEM



**IN TROUBLE**, an inmate is called before the disciplinary committee to face charges of being out of his cell after evening "lock." Though innocent he is

resigned to punishment, convinced that he has been prejudged. He remained unimpressed when committee discovered this, let him off without a penalty.





**FINGER PAINTING**, proudly displayed by a 14-year-old girl who has just completed it, may reveal her subconscious feelings better than her own words ever could. Messing with paints gives all children some fun and satisfaction.

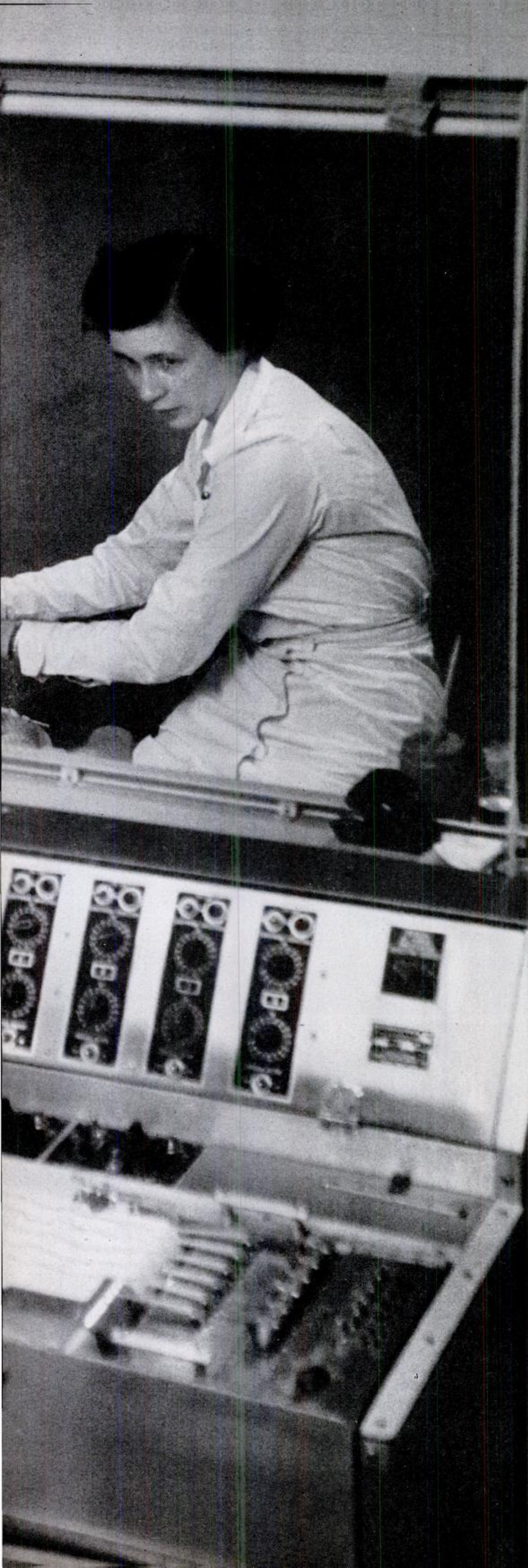


**PICTURE TEST**, in which a child is asked to interpret various scenes showing different human situations, can give a psychiatrist many important clues to his patient's inner conflicts.

**BRAIN-WAVE ACTIVITY** is recorded on an electroencephalograph to help detect brain conditions like epilepsy. Some disturbed children cannot shut eyes tightly; nurse does it for them.







**CHILD'S PARENTS** are interviewed by H. L. Utts, a psychiatric social worker, to get essential information on family history. Mother came voluntarily to clinic to ask if anything could be done for her son, who was unmanageable at home.

## TESTS, HYPNOSIS UNCOVER CAUSES

By far the most important work being carried out in the New Jersey system is the research of its Diagnostic Center. Established in 1949 under the Department of Institutions and Agencies by Commissioner Sanford Bates and F. Lovell Bixby, his correction chief, the \$1.5 million center



**SANFORD BATES**



**F. LOVELL BIXBY**

center is directed by a pair of tireless psychiatrists—Ralph Brancale and William E. Boutelle. By studying delinquents of every description, Brancale and Boutelle hope to learn something of the patterns of delinquent development. More important, they hope to find ways of checking delinquency, particularly at an early age, in order to stop the disheartening progression from home to Bordentown, and ultimately to the big house at Trenton. Since 1949 more than 1,200 juveniles have been through the center. Many are sent by courts, for judges often seek psychiatric opinion before passing sentence. Others are sent by private agencies and institutions elsewhere in the correction system for an opinion on the best approach to their difficulties. They may remain at the center for as long as 90 days, going through psychological tests and physical examinations. Then drawings, hypnotism and drugs are used to reveal their subconscious motivations. The center does not treat its cases; three months is much too short a time. But its investigation of background and motives is so intense that most children actually come to understand their problems well enough to be sent home.

After four years of work Drs. Brancale and Boutelle have amassed a wealth of information on delinquency. Delinquents, they believe, are basically no more the products of slum populations than of any other strata of society; they come from all economic and social levels. The major cause is the instability of the smaller society which trains them for the world—the family. A family dominated by prudishness, alcoholism or antagonisms, by overprotectiveness or indifference, can leave a child with the attitude that all society is a sham. Because this attitude is motivated subconsciously, the child is unable to explain why he behaves the way he does. Built up through a labyrinth of unrealized experience, its complicated workings can be best seen in a case history (pp. 102, 103).





IN PSYCHOANALYTICAL SESSION A PATIENT WEEPS AS HE BEGINS TO UNDERSTAND AND EXPRESS TO ANALYST A DEEP EMOTIONAL CONFLICT. OTHER STAFF

## Billy the arsonist: a successful case history



**A HAPPY BOY**, now far more secure, Billy talks over his future in the office of his probation officer.

Billy, a friendly, passive 12-year-old boy, was brought before a judge for repeated thefts and arson. Billy's father was a sailor, absent from home for long periods of time. His mother, whom he idolized, was an intelligent but ineffectual woman dominated and, at the same time, rejected by her husband. Billy, who was willing to talk about himself but unable to explain his thefts and fires, was sent to the Diagnostic Center.

After a number of preliminary talks with the boy Dr. Brancale began hypnotic analysis which uncovered experiences of Billy's past life. Under hypnosis Billy, tortured and tearful, told the doctor about the death of his dog, Pal, in a terrible fire which had destroyed his house. He revealed an overpowering feeling of responsibility and guilt for the death of his beloved pet and a desire to be punished for it. At this point Dr. Brancale reminded him of a

picture of a house he had drawn the day before. Billy said it was not a house. Asked what it was, he said it was the reformatory where he should be sent.

At the next session Billy again expressed his feelings of guilt and, for the first time, revealed a deep hostility toward his domineering, brutal father. He also revealed a sense of emotional privation because his ineffectual mother was incapable of giving him the love he needed. Billy talked again and again about fires he had started, recognizing that they were his means of expressing hatred of his father.

Billy's compulsion to arson led him to believe he had caused the death of the one thing he loved—his dog Pal. This in turn led him to theft, an action that he hoped would bring the punishment he desired. If he were in trouble, perhaps then his mother would love him.

An indication of how forceful this secret



## HELPING BOYS CONTINUED



**SODIUM AMYTAL**, which relaxes and reduces tensions, is administered to youngster by Dr. William Boutelle (*above*). As he injects the drug, he constantly urges the boy to speak freely.



**HYPNOSIS** is induced by Dr. Ralph Brancale, director of center, who asks girl to concentrate on the end of his pen. Once hypnotized, she talks readily. Some patients cannot be hypnotized.

**PARTY** for boys, girls and the staff (*below*) celebrates St. Valentine's Day with dancing and valentines for all. Even though center is a public institution it is made as pleasant as possible.

MEMBERS WATCH THROUGH ONE-WAY WINDOW

desire for punishment was, and what it might have led to, was revealed in one short conversation when Dr. Brancale asked Billy if he did not feel sufficiently punished already. Billy replied,

"No."

"If you robbed a bank and were sent to jail, would that be enough?"

"No."

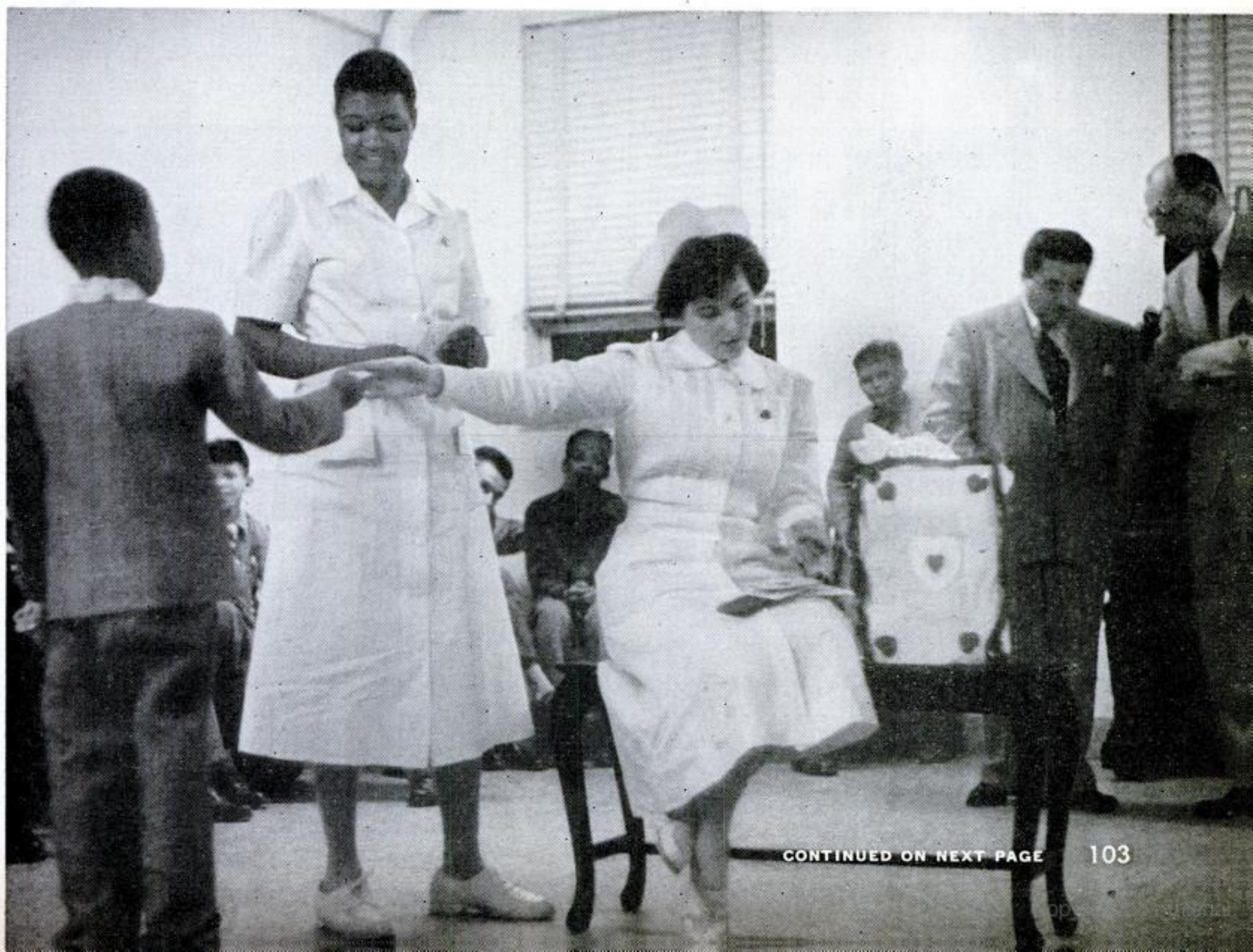
"What would you have to do to get punished enough?"

"If I killed a cop."

"Do you know what would happen to you?"

"They'd kill me."

Growing to understand the motives for his thefts and realizing he was not responsible for the death of his dog, Billy was relieved of much of his trouble. While he was at the Diagnostic Center his parents were separated. Billy went back to his home to live with his mother.



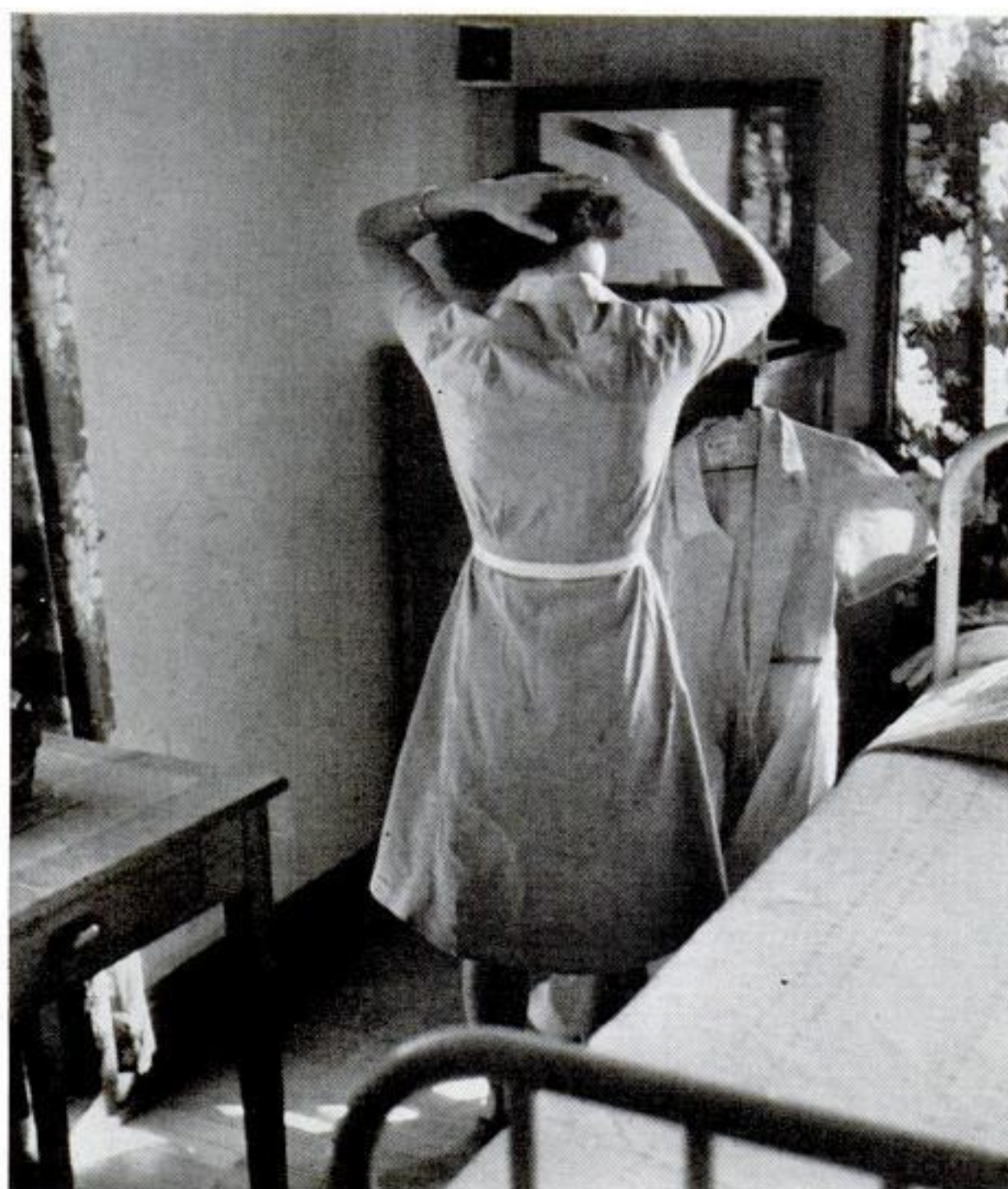




**GIRLS** at State Home (above) limber up for class in modern dance. The home emphasizes a simple, healthy life which is occasionally interrupted by enthusiastic fads like wearing berets.

**PRIMPING**, lipstick, dresses are the rewards for good behavior at Clinton Farms for women. The privilege of looking pretty is so highly valued that very few of the girls will risk losing it.

**GROUPS** help members solve problems through frank discussion (below). Newcomers usually approach these bull sessions with phony cynicism and finally come to acknowledge their value.



## HELPING BOYS CONTINUED



**PAROLED BOY** from Annandale meets with his parole officer as often as necessary and helpful. Officers try to help their charges with family problems.

## FREE WAYS LEAD TO LIBERTY

One of the most useful functions of the Diagnostic Center is to indicate which state institution is best equipped to handle a boy or girl on the long-term basis correction usually requires. The more hopeful cases will be sent to one of the "open" institutions shown on these pages. Annandale Farms (opposite), which has no walls or armed guards, looks like a small college. The boys live in cottages and can move about the grounds unsupervised. All girl delinquents in New Jersey are sent to open institutions. There are only a fourth as many girl delinquents as there are boys, and their problems, which mostly involve sexual promiscuity, are less complicated to handle.

Each institution employs psychiatric care, group therapy and individual counseling. One of the most promising forms of treatment is being developed at Highfields, the old Lindbergh home in Hopewell (below, left). Here a group of about 20 first offenders meets with the director, a sociologist, five nights a week to discuss each other's problems. With his subtle direction and the frank group criticism, they soon begin to see some of the factors which motivate their behavior. When a boy shows a genuine understanding of his delinquency, he is released. Even after that specially trained probation officers keep in helpful touch trying to assure that final good will come out of the dedicated work of the state and the boy's own efforts to redeem himself.

**LINES OF BOYS** at Annandale wait in front of dormitories on their way to gymnasium to watch a night basketball game against an athletic club team. →









THE AUTHOR (RIGHT) AND HER SUBJECT ON THE ROCKEFELLER TERRACE

# Bobo as Seen by Her Oldest Friend

EBULLIENT AS ALWAYS, FROM 'BACK OF THE YARDS' TO PARK AVENUE  
SHE GAILY PRESIDES OVER THE NOW FAMOUS ROCKEFELLER DUPLEX

by LAURA BERGQUIST

*In 1948 a young woman born of immigrant parents made social history by becoming Mrs. Winthrop Rockefeller and thus a member of one of America's richest families. Rumor and speculation have woven a gaudy legend around her, particularly since the breakup of the famous marriage and the subsequent publicity given to the argument over terms of a financial settlement, which is reported to be near agreement. (Rumors have set the amount at \$5.5 million, which would be the largest in history.) Now, for the first time, an intimate account of her fabulous life has been written in this article. The author is Mrs. Rockefeller's oldest friend and a journalist by profession, currently associate editor of Pageant magazine.*

WHEN I was 12 and being contrary, my mother sat down and, as a lot of people did in the mid-1930s, wrote Mrs. Roosevelt for advice. The trouble, my mother suggested, might be my new environment. Not long before, my father, a Swedish Lutheran minister, had moved the family from the tidy, Scandinavian atmosphere of Minneapolis to a drafty, 10-room parsonage on the South Side of Chicago. The neighborhood was a bastion of middle-class respectability. But there were saloons on 63rd and Halsted, only two blocks away, because the Democrats had repealed Prohibition, something for which my mother has never forgiven them. My father ran an informal soup kitchen at our back door for the homeless, jobless men who rapped frequently. "Will you *promise* not to spend this money for alcohol?" my mother would plead, handing over a sandwich, a cup of coffee and a dime.

How, she asked Mrs. Roosevelt, could she raise a young girl properly in such surroundings?

Mrs. Roosevelt wrote back on heavy-vellum White House stationery in her customary vein of unquenchable optimism. "Some of the loveliest flowers," she declared, "bloom in the rockiest soil." It was the home that shaped character, she said, and added that many fine Americans, people everybody had heard of, like Al Smith and Irving Berlin, had come from something other than "good" neighborhoods.

One way or another, people have heard of some of my schoolmates at Englewood High School. In my Latin class there was a studious, introspective boy named Ralph Capone Jr., who was forever lending me high-brow books and who had an uncle named Al Capone. A few years ago Ralph died from an overdose of alcohol and cold pills in a dreary North Side apartment; he had been driven to suicide, the Chicago papers theorized, by the name that had dogged him all his life. Then there was a pretty senior named Marva Trotter, whose grades

were as high as her beaux were handsome and who later married Joe Louis. The classmate who has become most famous, I guess, was an ebullient wheat-blond, athletic girl, sometimes called "Snowshoes" because of the floppy green sneakers she used to wear. As a child her name was Jievute Paulekiute. At Englewood she was Eva Paul. At 24 she was Mrs. Richard Sears Jr., the wife of a proper Bostonian and Harvard man, who served in the Navy and the diplomatic service. At 31, on Valentine's Day, 1948, she became Mrs. Winthrop Rockefeller, with the Duke and Duchess of Windsor and a smattering of Astors and Vanderbilts in attendance. Newspaper readers who have followed the story of her separation from Mr. Rockefeller know her as Bobo.

I'm not qualified to discuss Bobo Rockefeller's marital tangle, and if I were I wouldn't write about it. But we've been friends off and on for the last 20 years. I have watched her grow into a 14-carat legend of our times. And because I know that a lot of the legend is false, I have written her story as I know it.

"Pull in your buttocks, please!"

Eva and I first met in our freshman year when we qualified as finalists in the Girls' Annual Posture Contest. We were standing in line, our spines poker straight, wearing green gym bloomers—next to swimming tank suits the most unflattering garb ever devised for the female form. The judge, Mrs. Lura Mahurin, in black bloomers and a white middie, was striding up and down, blowing shrilly on her whistle and shouting "Girls! Girls! Girls! Pull in your buttocks, *please!*" This fractured Eva and me and a girl alongside us named Norine Brown. In no time the three of us were fast friends and fiercely clubby in the way of adolescents. We called ourselves "The Three Musketeers."

Norine was 13, vivid, black-eyed and Italian-Irish, with the Italian ascendant. She lived in a house whose kitchen was papered with Sunday supplements, and her mother supported three young daughters—singlehanded, as I remember it—by working in a Salvation Army clothing depot. That's how Norine came by a slightly balding coon-skin coat which she wore to football games. She moved in an electric world of Army generals, colonels and captains, and she often dragged me to soul-saving rallies, where I learned war chants like *I Love Him Better Every Day*. The Lutheran service, with its stately liturgy, seemed pretty tame by comparison, but my father put his foot down when I suggested that I resign from the Bethel Swedish Evangelical Lutheran Church of Englewood in favor of the Salvation Army.

CONTINUED ON NEXT PAGE





BOBO SETS TABLE AMID OLD-FASHIONED OPULENCE OF HER DINING ROOM. SHE SERVES GUESTS BUFFET-STYLE AT SMALL TABLES, NOT FORMALLY AT BIG ONE





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**BOBO'S PROGRESS** is in part recorded in these pictures. Portrait with her mother and father was taken when Bobo (*far right*) was 4, sister Isabel 3.



### BOBO ROCKEFELLER CONTINUED

Eva was 14, blond, blue-eyed and a "Lugan," an uncivil but common word in Chicago for a Lithuanian. She had lived in Lithuania from her third to her sixth year on a small farm, and she had come back to the U.S. speaking only Lithuanian. Not long after that, her parents had been divorced, and now Eva, her 13-year-old sister Isabel, her mother and an aunt and uncle were living in a fourth-floor walk-up apartment "Back of the Yards" in Bridgeport. Mrs. Paul, a handsome, self-reliant Lithuanian-born woman, from whom Eva obviously inherited her good looks, worked in the stockyards and then as a seamstress for the Englander mattress company. ("Years later," says Bobo, "it seemed ironic to me to be invited to spend an evening with the Englanders socially.") "Look at me and learn one lesson," Mrs. Paul told her daughters. "You must learn to be self-supporting. I was taught to read, write and embroider, and that's not enough anymore."

Eva quickly learned to be self-reliant. She baby-sat and house-cleaned for neighbors and gave dancing and acrobatic lessons to less gifted girls at a quarter an hour. I suppose that, even though her spending money and mine seemed to run about equal, Eva was poor. If so, it was never a demoralized, disorganized kind of poverty; there was always something rather formal and proud and very old-style European about the Pauls.

The Depression by no means blighted our lives, Eva's least of all. She was the neighborhood tomboy and charmer. She played interchangeably on both the girls' and boys' baseball teams, splashed in the swimming pool at the Mark White Square Park and fearlessly swam off the rocks at Lake Michigan when the waves were choppiest and the warning signals were up. She's a real product of the Chicago park and school systems, and she remembers both with pride and affection. A great patron of the public library, she read through *Les Miserables* and those interminable 20-volume girl romances, like the *Campfire Girls*, and devoured the Horatio Alger books hawked at the local dime store.

In our day Englewood High at 62nd and Stewart was a vast, amorphous school, dappled by the shade of old elms. The student body was becoming more and more polyglot. (The official *History of Englewood High School* lists such prominent graduates as Harold Ickes, City Manager Clarence Dykstra, Writer Milton Mayer and the assistant editor of the *American Hairdresser* magazine.)

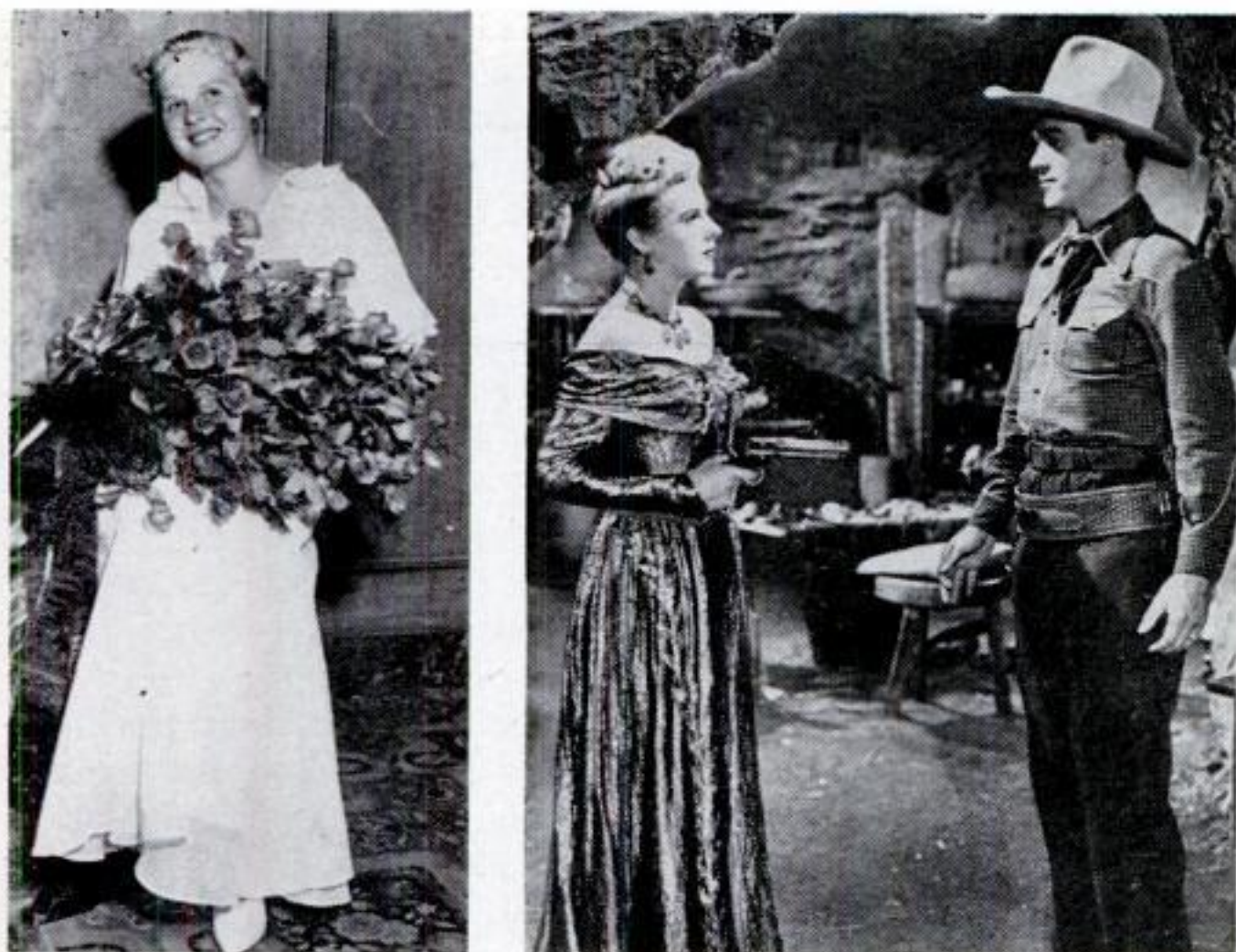
In 1933 the enrollment was about 4,500—35% Negro, the rest richly spiced with Lithuanians who, like Eva, commuted by streetcar from Back of the Yards. As a lot they were blond, tall and handsome, studious and clannish, and they always snagged a good number of class offices.

Our favorite teacher, by all odds, was Mrs. Florence Manley, who officially taught Latin and unofficially racial tolerance and independent thinking.

Eva and I—the joiners of our trio—sang in the glee club, shook tambourines as gypsy dancers in the school operetta and rose to high rank in the Civic Industrial Committee, a ruse for getting students to tidy up the halls under the illusion that they were members of a secret society.

While I was breaking in as a journalist on the "E" Weekly, Eva





Other pictures (left to right) show her as high school dancer; as 1933 Chicago Fair's "Miss Lithuania"; and as leading lady in 1945 in a Western movie.

joined the rhythm class, in which, barefoot and swathed in yards of mosquito netting, she bounded and leaped as inspiration moved her. She had real talent and until she was 15 had notions of becoming a ballet dancer. Norine, Eva and I were most famous, however, as the Englewood girls' horseshoe team. We permitted no one else to muscle in on this, though we did let personable young men watch from the sidelines. Every day, perhaps inspired by the male attention, we doggedly pitched from 3:15 to 5 in the schoolyard. By the end of our sophomore year we looked like Russian lady generals with athletic medals and Sunday-school attendance bars clanking halfway down to our knees.

Mrs. Paul baked homemade bread and packed delicious, nourishing sandwiches for Eva and Isabel, but Eva was just as humiliated to have to eat them in the school cafeteria as the boy who sat next to her was to break out his gefüllte fish. It was not chic to eat in the school cafeteria, so we sneaked off to a Greek restaurant to gorge on French fries, spaghetti, chicken salad plainly made of veal and chocolate malteds. This penchant for restaurants got us into our only real trouble at Englewood.

Mrs. Manley's husband, also a teacher, died one day. School was dismissed the fine, balmy morning of his funeral so that we could all attend. Instead, Norine, Eva and I went to a chop suey parlor and had a long, sybaritic lunch with innumerable pots of tea.

About 2 p.m. we swaggered back to school and found that everyone had been back in class for an hour. We were to report to the principal's office. I was terrified. It was my first brush with authority and "what will the congregation think?" had been drilled into me for years. By contrast, Norine and Eva were spunky and prepared to take their medicine. Stern Mr. Post, the first-year principal, surveyed us coldly and said he was about to call our parents. I quaked, my chin quivered and I began to sob. I begged him not to call my father.

Mr. Post reconsidered. He wrote notes to Norine's mother and to Eva's, but he let me go scot free, perhaps in deference to my father's position in the community. After that there was an element of guilt in my relations with Norine and Eva. There still is—two decades later—and neither Bobo nor Norine has let me forget.

### Romance with a "Prince of Progress"

I GUESS Eva was the most popular freshman in the school. Trackman Al Kuraitis, a great catch, wrote morosely in my 1933 yearbook (dedicated to Technocracy), "I think your girl friend has too many boyfriends and treats me like 2¢," and in hers, "I'm dyin' the death of a dog." Eva easily captivated the junior class president, a staid young Swede named Edmund Lindblom, who was to win the astonishing title of "Prince of Progress" in a contest run by the 1933 World's Fair and the Chicago *Daily Times*.

That first year we took to wearing lipstick (wiping it off carefully before going home), hair ribbons and bras. Eva, Norine and I fancied we looked like Ann Harding, Kay Francis and Myrna Loy, respectively. Eva entered a contest being held at the Stratford Theater on 63rd Street called "Do you look like a movie star?" and when she walked on stage as Ann Harding, the applause was deafening. She won hands down.

CONTINUED ON NEXT PAGE



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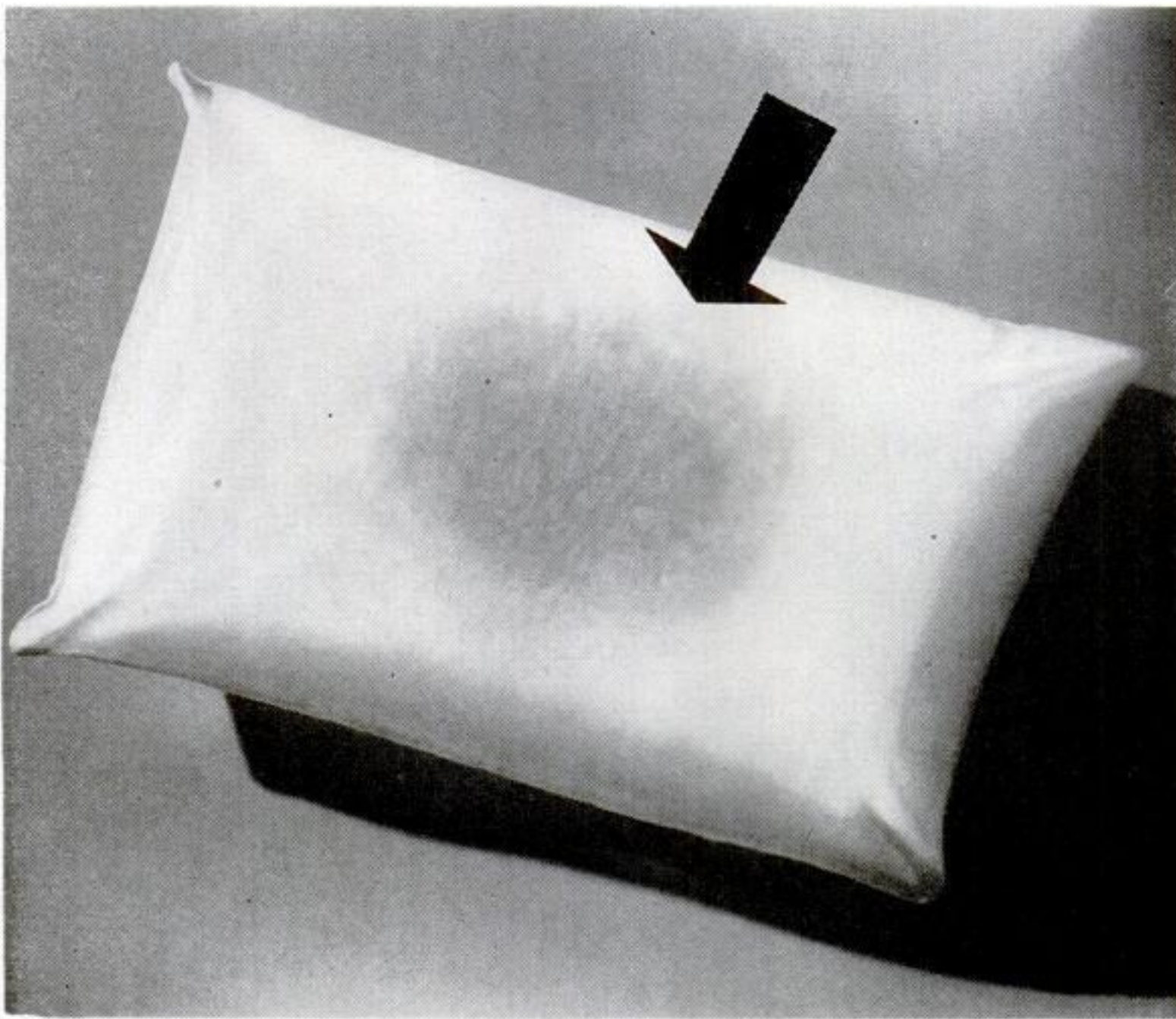
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Over the next few years she entered so many contests they blur in her memory. She took them lightly enough on the surface, but they meant something to her—fame or better things or Hollywood or all three. Most of the time, honest to God, she looked like a little Eva. “I won most of those beauty contests wearing low-heeled shoes, no make-up and long curls,” she says. “It was tough trying to look like Jean Harlow in flat heels and no make-up.”

The Three Musketeers broke up at the end of our sophomore year. Norine went to a parochial school. Eva's mother had married one of her suitors, amiable, easygoing Peter Neveckas, a neighborhood carpenter; and now they pooled their resources and bought a farm four miles south of Lowell, Ind., 40 miles from Chicago. For six months or so, Eva says, they called Mr. Neveckas “Sir”; after that it was “Pop.” She is still very close to him.

We never quite lost touch. I knew that Eva won the high-jumping championship of the Chicago park system and became Miss Lithuania at the Chicago World's Fair. “It opened up a whole new world for me,” she says. “I remember when I said I was thirsty, someone ran and fetched me a glass of water. It was the first time in my life I'd been pampered. Up until then I'd always felt so shy and vulnerable.” Eva lunched with a Japanese princess at the fair and Texas Guinan invited her to visit her famous supper club, Eva's first visit to a nightclub. Texas invited her to sit down in a gag chair wired with electricity. Despite the shock, Eva sat prim and poised, intent on keeping dignified and innocently spoiling the joke.



BEAU of Bobo's at high school was Ed Lindblom.

Before long Eva was studying modeling in Chicago. I entered the University of Chicago; Norine married an Italian boy and went to live with her in-laws.

Every now and then Eva would drop by the parsonage unexpectedly. Once she told me she was going to night classes at Northwestern and was modeling in the daytime. Another time she turned up at Norine's looking very svelte on the arm of Ed Lindblom. When she was 19 she went to New York, and I wasn't to see her or hear from her until 1947. I remember that Norine and I got photos from New York of Eva in evening dress emerging from a posh apartment house.

In 1947, after editorial jobs in various places, I was living in Mexico City where I was helping set up a government information service. In August I came to New York to invite a number of American V.I.P.s to visit Mexico. One fiercely hot morning I walked into the Barbizon-Plaza drugstore for a cup of coffee—and there was Eva.

### Yikes! Good heavens!

SHE looked wonderful, deeply tanned, blond as ever, dressed simply in yellow linen and bedecked with a charm bracelet and a watch that obviously cost money. We fell on each other's necks with cries of “Yikes!” (from her) and “Good heavens!” (from me). We arranged to meet that afternoon. We dropped in to Tiffany's, where Eva spent \$40 or so on a new golden bauble for her charm bracelet, which celebrates the important events in her life. These days it's strung with a theater mask (she has been on the stage), an Eiffel Tower (she has lived in Paris), a broken heart, a Flying Red Horse (trademark of Socony-Vacuum, a Rockefeller firm), a crystal slipper, a baby carriage, a cowboy boot (she has been in Reno). Nothing as yet represents the stormy events of the past nine months or so.

We retired to a deep sofa in the St. Regis, ordered a couple of Martinis and spent hours catching up with each other. Her accent astounded me. It was no longer pure Chicago but a kind of half-theatrical, half-Bostonian compound. She was just back from Paris, she said, where she'd been living for some time. By then she had also lived in Boston, Jacksonville, San Francisco, Hollywood and Washington, as demanded by her husband's naval and diplomatic career and her own in the theater. Now, after 6½ years of marriage, she was going to divorce him, amiably. She'd been in the theater for some 10 years, had worked up to leads in road shows of *You Can't Take It With You* and *School for Brides*, had won praise from Walter Huston. Still, the game didn't seem worth the candle. She was 30 now, and “if you're not a raving, tearing success by then,” she observed, “you never will be.” She would rather raise a family.

She was living in a flat on Third Avenue, near 54th, with her





Mr. and Mrs. Tyrone Power (Linda Christian) with daughter Romina in the Bahamas.

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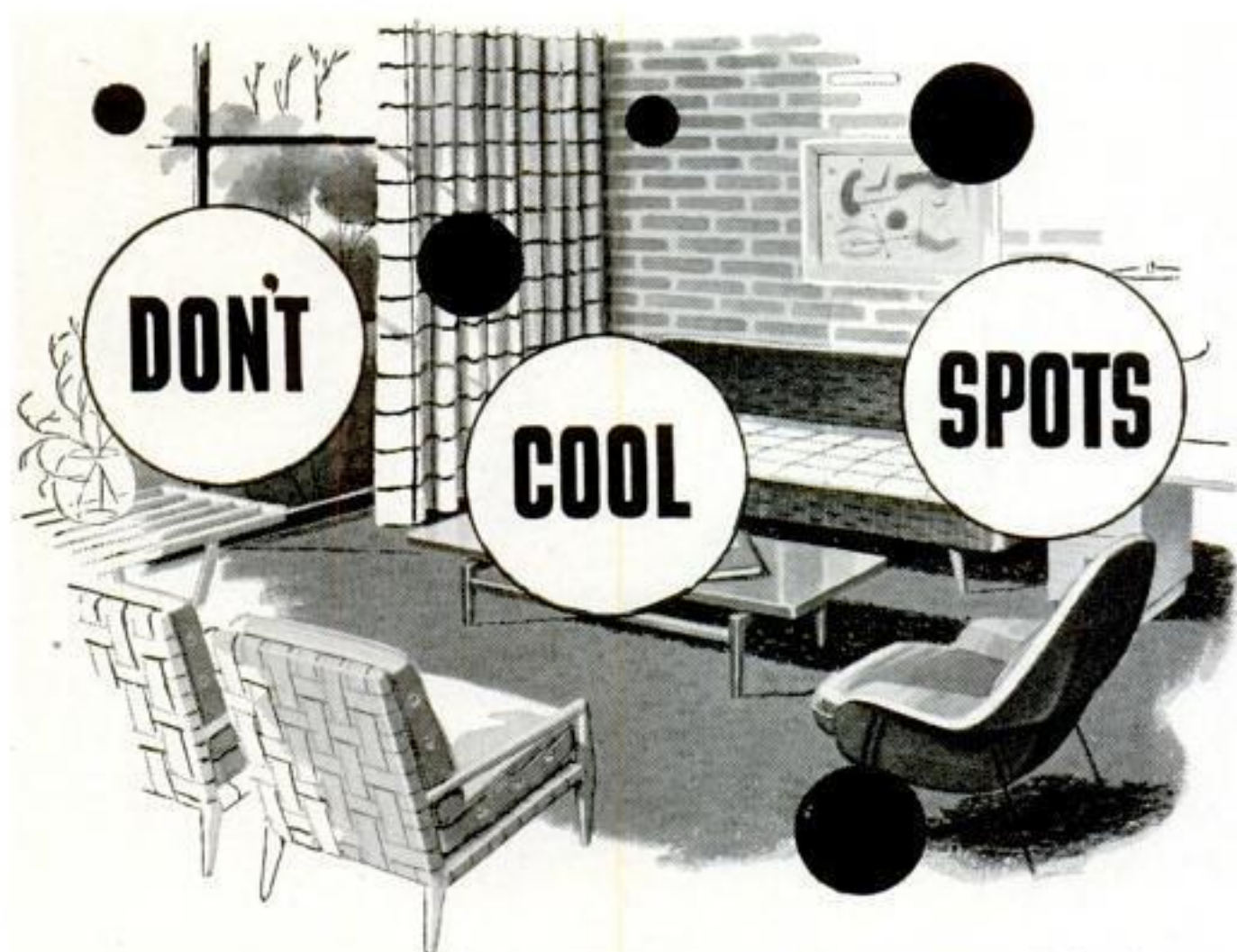


Linda Christian vacationing in Acapulco. "I discovered for myself that by taking Ayds I could lose pounds easily," says Linda.

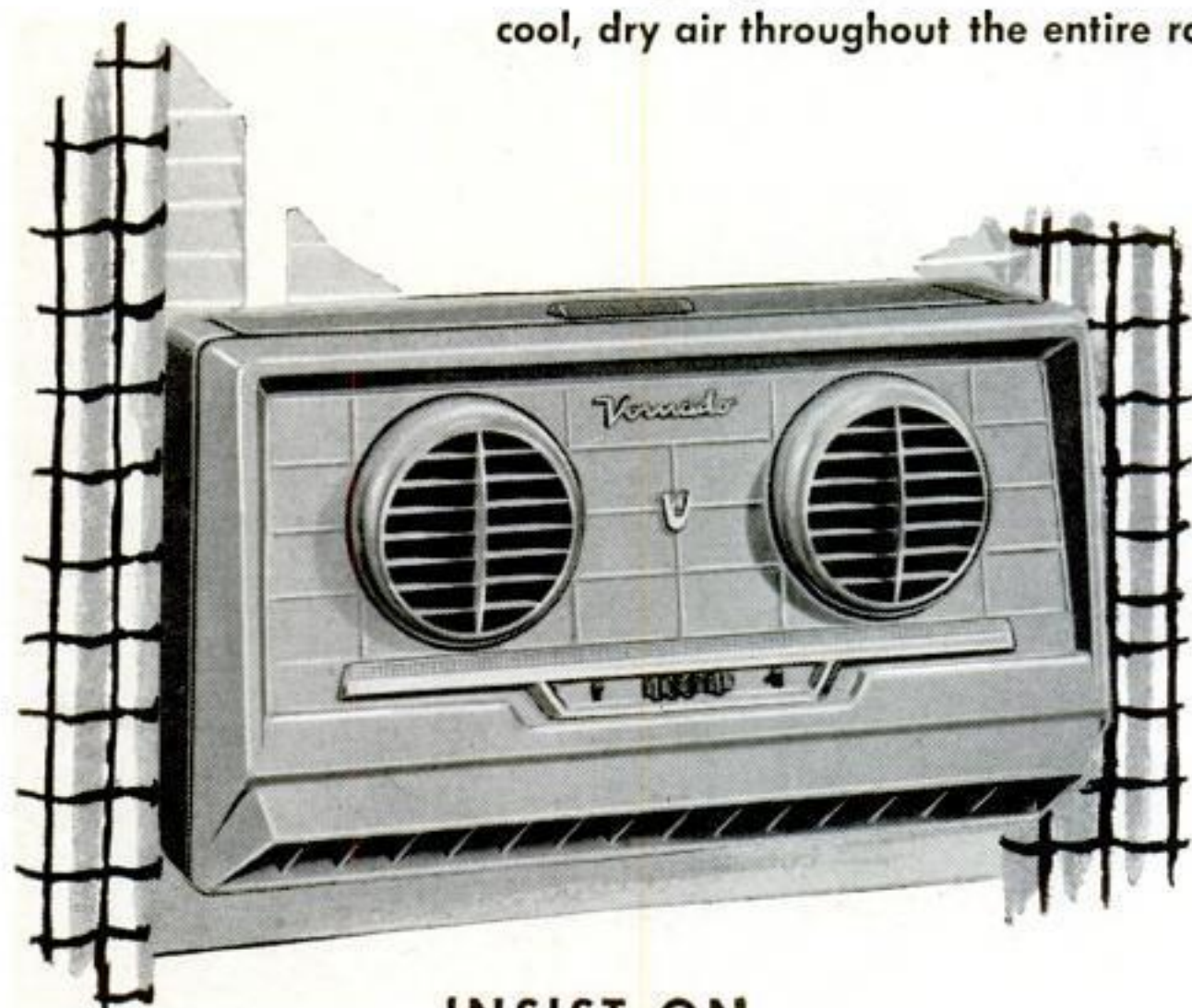


Linda loves the sea and the surf and the sunshine. "I recommend Ayds," says Linda. "It has done wonderful things for my figure."





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## BOBO ROCKEFELLER CONTINUED

sister Isabel, who was still single. She got the flat rent free since the Seares owned the building. Her name, she told me, was no longer Eva. She had changed it to Barbara because there was another Eva Paul in the theater, and lately people had been calling her Bobo, a nickname her father-in-law had coined.

"What are you going to do now?" I asked. She was reluctant to say, because if some columnist got hold of this item . . . "Trust me," I urged. "Well, I'm in love," she announced ebulliently. His name was Win—Winthrop Rockefeller.

Early on Feb. 14, 1948, I was asleep in a hotel room in Mexico City when the phone rang. It was Norine with the news that Eva had married Winthrop Rockefeller, and wasn't it absolutely fantastic?

I was incredulous when I read the clippings Norine sent me. Eva—or rather, from now on, Bobo—had "stolen the world's most eligible bachelor from under the nose of every debutante and scheming society mother in the U.S.A." The accounts made her sound as if she came from either a coal mine or a debutante cotillion, and neither, of course, was true. One news story claimed she made her "debut" in Chicago in 1933, the year we were pitching horseshoes. The tabloids made vague references to "slums," "shanties" and a coal miner father, and that wasn't all true either. It would have been more accurate to call her a farmer's daughter.

Ed Lindblom suddenly came to prominence in an interview in a Chicago paper on his tame romance with Bobo. By now he was a stoutish, married man, a minor company executive, but he said, "I'll never forget her." "Dreamily and with a sigh," the story ran, "Lindblom recalls the blue-eyed blonde with whom he kept company. 'We went together for two years but then (sigh) something happened,' he said." From then on, of course, I and the rest of the world read of Bobo often, in *Vogue*, in newspapers, reporting that she was one of the 10 best-dressed women of 1949, that she was committee chairman of a charity ball, etc.

In 1951 I was back in Chicago, working at the university and living once more in the parsonage because of a family illness. I'd read about the foundering of the famous marriage and knew Bobo was back in Lowell living with her folks, too. One bitter cold morning in February the phone rang. "This is Eva," said a familiar voice. "I'm in Chicago for the day. Let's have lunch." She set it for the Pump Room.

### The headwaiter bowed double

I KNEW, of course, that Bobo was a full-blown celebrity, but I wasn't prepared for the reception we got when we walked into the Ambassador East. The headwaiter bowed double, like a true Bemelmans waiter, and waved us to the No. 1 table. People frankly stared at us and buzzed. A phone was plugged in; it was Irv Kupcinet, the Chicago *Sun-Times* gossip columnist. Then the society columnist for the *Daily News*. Then the *Tribune*. Some strange female sidled up with the news that an ex-nursemaid of Bobo's had stolen her private mail and was trying to market it all over town for \$1,000. Any interest? "Nonsense," snapped Bobo. A photographer popped up from behind a potted palm and a flashbulb went off. A photo appeared next day in the *Trib*; we never looked more forlorn. Later it hung, blown up four or five times, in the *Tribune* building, captioned: PERSONALITY OF THE YEAR: BOBO ROCKEFELLER and friend.

Again I caught up on Bobo's news. She was living on the farm, cooking three meals a day for four people: her son, mother, father and herself. Whatever time she had left from chores she spent reading voraciously. She had written a novel years before in Jacksonville, when Richard Sears was in the Navy and she had nothing to do in the mornings. It was about young theater folk and the war; and the ending was unhappy. Once when she was in a group lunching with Michael Arlen in Hollywood, he'd said brightly, "Everyone here is a writer except Bobo." "Oh no," she piped up, "I'm one too." A Doubleday editor who was there asked to see her novel and, though dismayed by the spelling ("lettus" for lettuce), he thought it had merit and asked her to rework part of it.

Since her family were Lake County property owners, she went to meetings of the local farmers' club. Having glimpsed politics on an upper level in Washington and Paris, she was intrigued by its local manifestations. On weekends it wasn't unusual for 20 or 30 friends and relations to descend on the farm, and in the summers there were picnics on the lawn. Winnie, her son, was a doll but a handful. She was enrolling him in a Methodist Sunday school. She was going to dye her hair black to escape so much attention. She was planting evergreens around the house to shelter it from curious sightseers who drove by in coveys on Sundays.

Suddenly she said, "How's about looking up Norine?" I hadn't

CONTINUED ON PAGE 115



## MARVELOUS LENTEN MAIN DISH!

# So Good, So Thrifty!



### HAWAIIAN Tuna Noodle Surprise

- |   |                                    |
|---|------------------------------------|
| 1 1/2 cups drained pineapple chunks         | 1 tablespoon soy sauce             |
| 3 medium green peppers, cut in large pieces | 2 tablespoons vinegar              |
| 2 tablespoons oil                           | 1/2 cup sugar                      |
| 3/4 cup pineapple juice                     | 10 1/2 oz. can condensed bouillon  |
| 1/2 cup water                               | 2 7-oz. cans solid-pack tuna       |
| 2 tablespoons cornstarch                    | 2 pimientos, coarsely chopped      |
| Dash pepper                                 | 8 oz. package Ann Page Egg Noodles |
|   | Fat for deep frying                |

Fry pineapple chunks and peppers in oil for 5 minutes. Add pineapple juice, cover and simmer 5 minutes. Gradually blend water into cornstarch; add pepper, soy sauce, vinegar, sugar, and bouillon. Add to first mixture, and cook, stirring constantly until thickened. Drain tuna and cut into large dice; add with pimientos to above mixture. Heat thoroughly. Serve hot over fried noodles.

To Fry Noodles: Cook in boiling, salted water for 5 minutes. Drain; rinse in cold water and dry thoroughly. Drop into deep fat heated to 390 deg. F., and fry until lightly browned, about 1 minute. Drain on absorbent paper, and serve hot.

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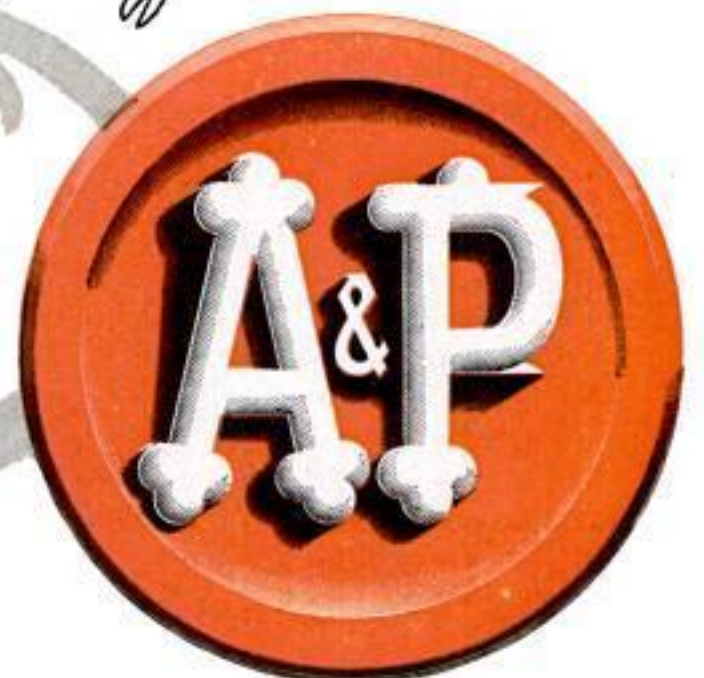
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KENTUCKY STRAIGHT BOURBON WHISKEY







**SURPRISED AT LUNCH** with Writer Bergquist (right) in Chicago's Pump Room, Bobo was caught by photographer who hid behind a potted palm.

**BOBO ROCKEFELLER CONTINUED**

the vaguest notion of where to look, but Bobo pulled out an old envelope with an address on it. So we went off in a cab, winding up at 115th and South Park, not far from the South Chicago steel mills. There was a sign—THE CUPBOARD: PIZZERIA AND BAR, PIZZAS TO TAKE OUT. Obviously the wrong place. Nevertheless we got out and investigated. A lady surrounded by a circle of black-eyed children looked up from a table groaning with pizzas and spaghetti. It was Norine. "Why, come on in," she said, without batting an eyelash.

Bobo, who had been feverish all afternoon, promptly succumbed to a case of bronchitis and stayed on in the apartment over the pizzeria for four or five days. For two of them we sat around talking. Norine was now married to her second husband, Jimmie Gelsosomo, who cooked a wonderful pizza. It was a family enterprise; even the kids helped out. I remember Bobo sitting propped up in bed, with a wool muffler wound around her throat, spinning tales about Italy for the kids. She sketched pictures of palazzi and described Rome and Venice and said no, she'd never met the Pope.

Word soon spread throughout the mills and as far away as Calumet City that a genuine Rockefeller was to be seen at The Cupboard. Business thrived. Bobo, who referred to herself lightly as "Mrs. Rockingpuss," met everyone cordially and easily. "Not in the least uppity," was the waiters' verdict. On the third night Bobo suddenly recalled she was due at a formal dinner at the Marshall Field III's. So she phoned Lowell and asked her mother to send over her dinner clothes. They arrived via messenger—a mink coat was casually rumbled up in a suitcase, along with a Dior blouse and a \$7.95 skirt from Lerner's. She swept off in grand style, fever and all. I'm sure she was no less at home at the Fields' than at The Cupboard.

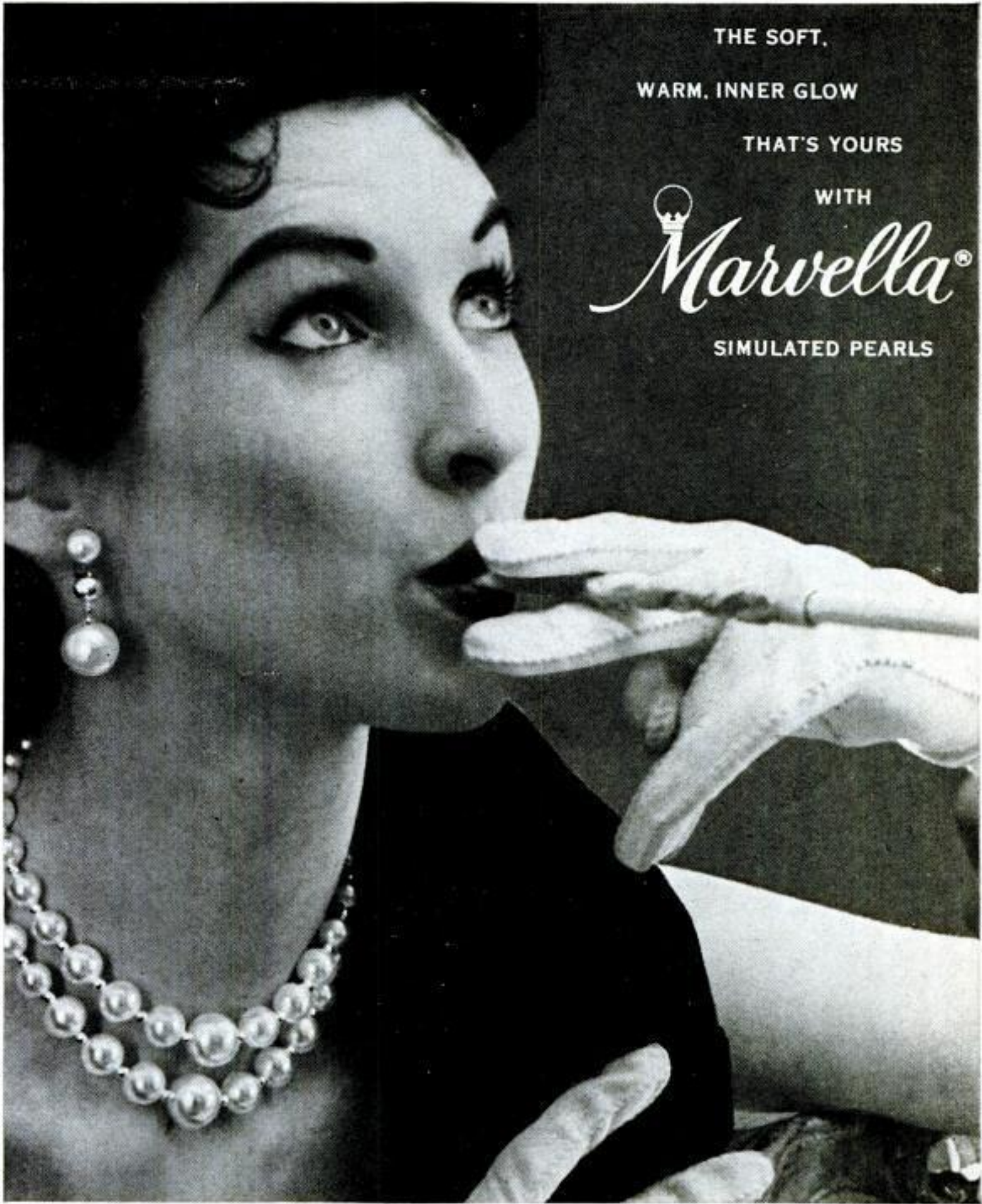
Sometime afterward I met the second Mrs. Robert Maynard Hutchins, who was present at the dinner party with Bobo. Mrs. Hutchins had been Mr. Hutchins' secretary before their marriage. I said Bobo had mentioned her. "What did she say about me," asked Mrs. H. impishly and with obvious curiosity, "that I was another girl who made good?"

**A country boy at 770 Park**

**B**OBO and her son now live in New York, as most newspaper readers know, at 770 Park Avenue. I live about 15 blocks away and we often visit back and forth. At 5, Winthrop Paul Rockefeller is brown-haired and brown-eyed and a buster for his age—sturdy, handsome, mischievous, outgoing. Having spent three years on the farm in Indiana, he has a country boy's physique and fearlessness. When he first moved to 770 Park he scared everyone half to death by trying to dangle his feet out the window one hot summer night. Winnie chatters fluently in Lithuanian, a fact that delights many of his mother's old friends. "I'm glad she's bringing up our half that way," one of them told me.

Bobo's sister also lives in New York. A chemist, who won her B.S. in five years although she worked fulltime all the way through college, she is married to Henry Hellman, a grave, polite, intellectual Scandinavian who got his doctorate in chemistry at Purdue and now teaches at New York University. Currently he's the guiding

CONTINUED ON NEXT PAGE



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**FRANCINE** **ORA-TIE** **ROLLY**



**AT HER PARENTS' FARM** in Indiana, Bobo (center) gave outdoor party for Winnie's birthday. This was at the time she had dyed her hair black in hope of fooling curiosity seekers who drove out to the house to gape at her.

## BOBO ROCKEFELLER CONTINUED

male in Winnie's life. Weekends and holidays Isabel and Henry take Winnie and his poodle Yetty out for walks or run him up to the Bronx Zoo or the Museum of Natural History. Recently, when Henry took him shopping, Winnie became entranced with a manikin. Exploring the hands, nose, fingers, the dress, he turned to Henry and asked, "What's this?" "A manikin," Uncle Henry replied. "How come you call it a manikin," asked Winnie scornfully, "when it's really a womankin?"

Remarks like these are known as "Winnie-isms" among Bobo's friends. When he first came to New York he got homesick for the farm, his grandparents, the duck that tagged him everywhere and his two dogs. Periodically he'd pack his suitcase and announce he was taking the next train to Lowell. "What will you use for money?" Henry asked him. "I will get someone to call Grandpa Pete from the station and he'll come and pay for me," Winnie replied sagely. He talked to his grandmother once by long distance and told her he'd be back as soon as "things quiet down in New York."

Last summer Bobo took Winnie for the first time to see Rockefeller Center, which he only vaguely connects with his own name. He tried wading in the pool, plucked the flowers and even kicked one of the buildings experimentally. "No," said his mother. "Now, Winnie, *Sustok! Klausyk! Nedaryk!*" (All of which adds up to "Stop, listen here, don't.") Finally she gave up, saying "O.K., O.K., so let them arrest him!"

Winnie loves to roller- and ice-skate, stubbornly resisting adult efforts to help him, and when he goes off for a skating session, he tucks Band-Aids in his pocket, an idea of his own. "What are those for?" I asked him. "For when I fall down," he said. We took him ice skating one Sunday at Rockefeller Center and lunched in the Café Français as he staggered around the rink, hanging on with all his might to the railing.

Once he came running into the cafe to go to the men's room. "Young man!" said the headwaiter severely, "you are not permitted to enter this restaurant with ice skates." Another waiter dashed up, wigwagged frantically and whispered with large, theatrical gestures, "That's a Rockefeller." Four attendants took him to the men's room. I think Bobo's determined he be treated no less a Rockefeller than any of the others, although she hasn't let him know much about that.

## Adequate but not posh

**W**HEN you visit their 16-room duplex on Park Avenue, which is adequate, all right, but by no means as posh as you might expect, it's instantly apparent a small child lives there: by the walls scrawled with crayon on some days, or the sofa cushions in the library hitched together with suspenders and clothesline, or the certificate on the library wall announcing that Winthrop was a gold-star pupil in the Lowell Methodist Vacation Bible School.

Now he goes to a strict, fashionable, old-style European school and, though he's only in kindergarten, he is already up against his third language, French. One day when he was cutting up, which I gather was often at the beginning, the teacher stuck him in the



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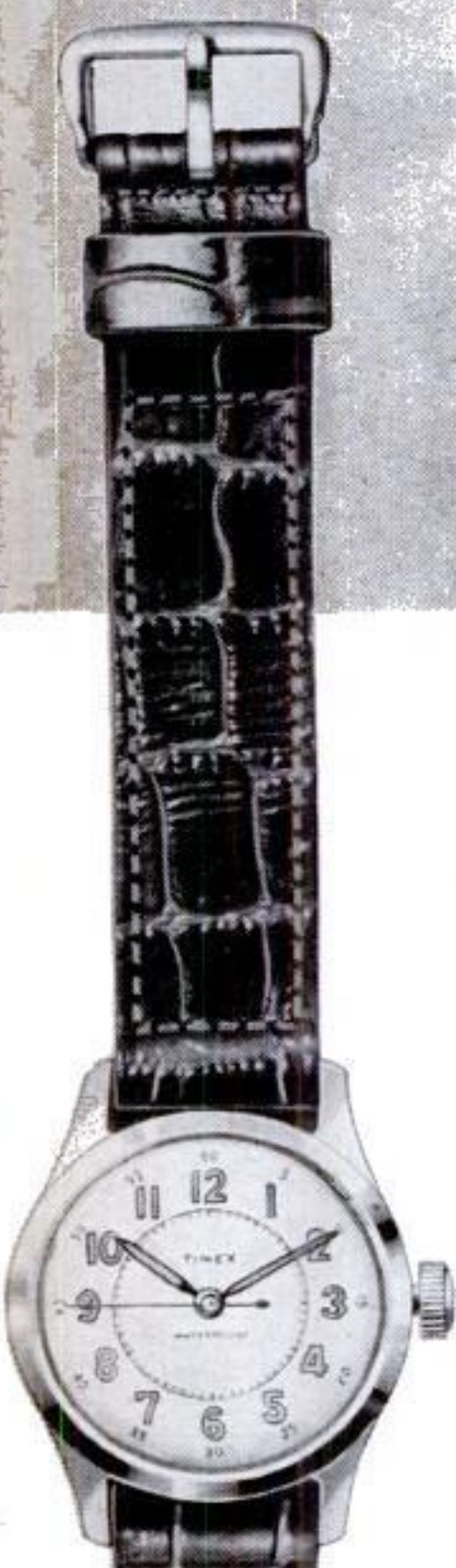
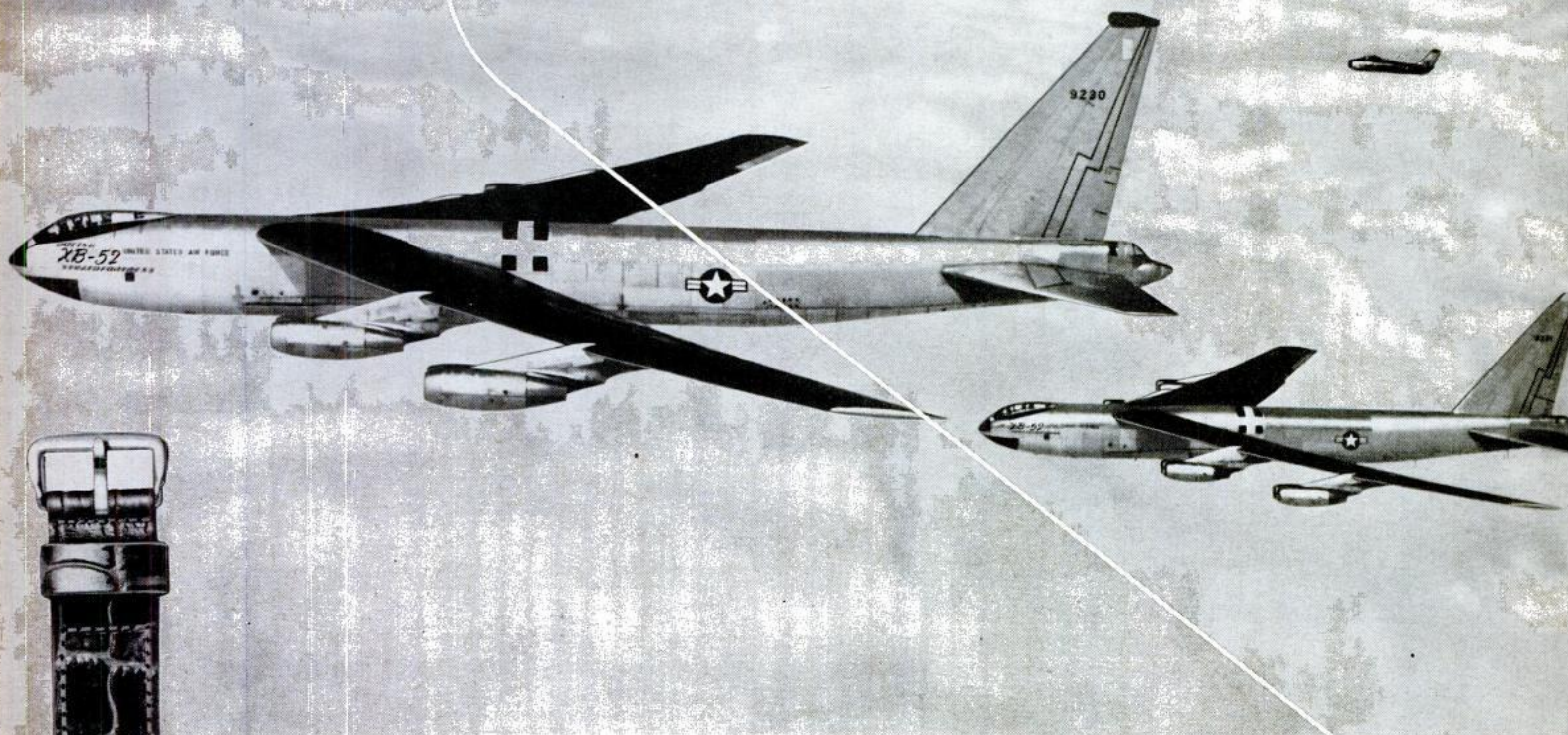
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CONTINUED ON PAGE 118



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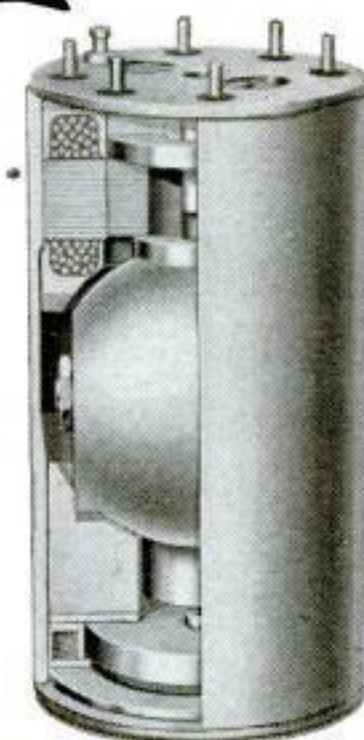
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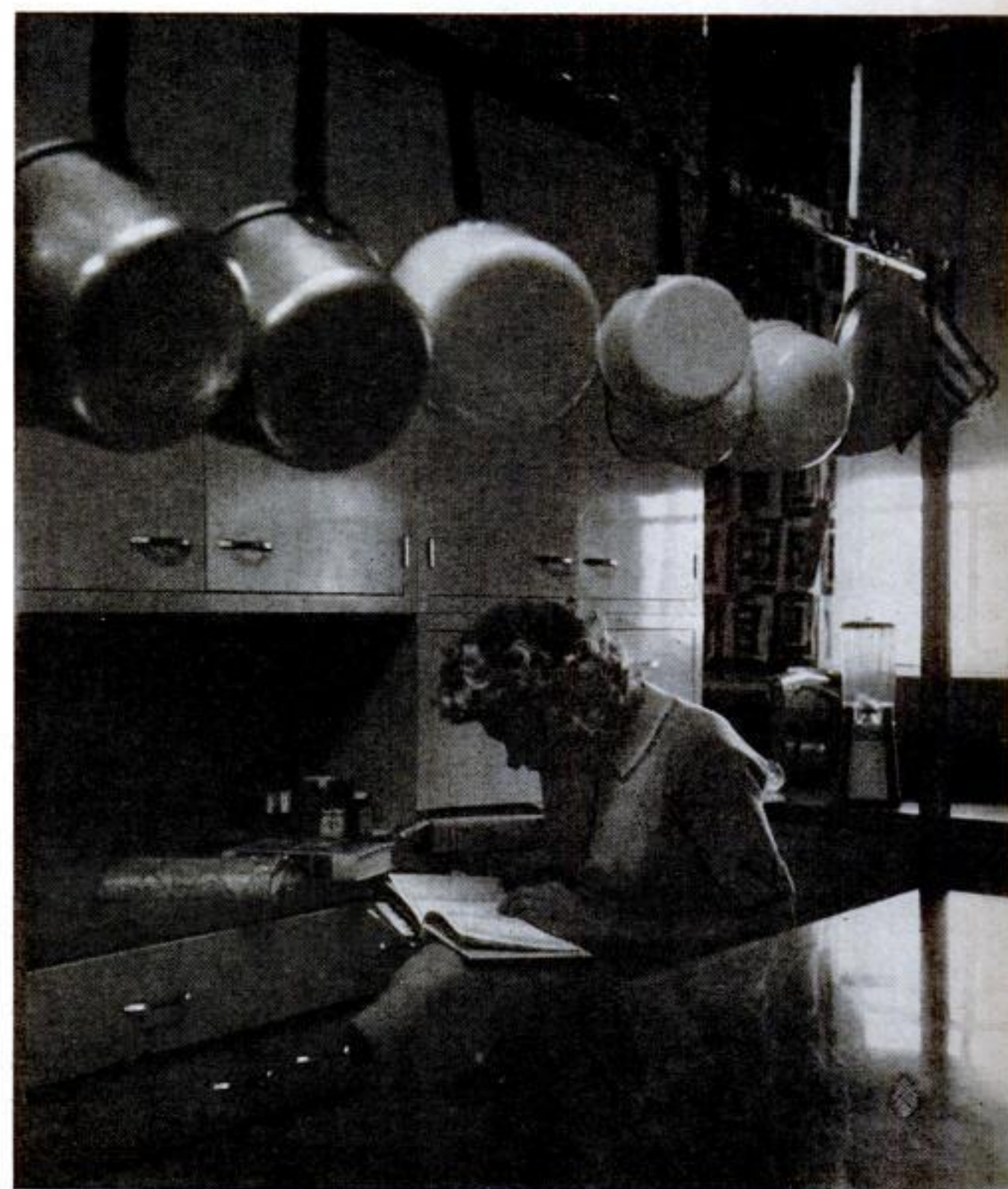
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## BOBO ROCKEFELLER CONTINUED

corner with a dunce cap. "I'm mad, I'm mad, I'm mad," he kept muttering aloud to himself. The first day at school he came home with a black eye, about which he has kept very mum, except that it seemed to have some connection with a little girl whom he has adored steadily since then. "Love, love, love, I'm in love with you, you, you," he sings around the house.

Winnie's first report card made interesting reading: it said that he was an affectionate child, eager to please, very satisfactory in music, rhythm, the arts, speech and expression, but that, considering his native abilities, he could be doing better. He was good at finishing work and working alone, poor in responding to command. Bobo's report card might once have read the same. "In our family," she has often said, "we're all chiefs and no Indians."

When Winnie comes home from kindergarten he cycles thoughtfully through the labyrinthine halls or is underfoot in the kitchen, hanging around the unbelievably good-tempered Mattie, the maid, for he's still a kitchen-orientated farm kid. In good weather he totes his sand pail out on the terrace and digs in a few square feet of dirt, transplanting most of it indoors. Once I caught him in the library, cutting paper dolls out of the cover of an imposing legal document stamped ROCKEFELLER V. ROCKEFELLER.

## Open house at 770 Park

HIS mother is still handsome in her natural, effortless way and enormously animated, except when "the case" flares up. She owns a mink coat and a mink jacket but otherwise shops pretty much in the same stores and in the same modest price range I do. Her fall wardrobe came from Loehmann's, that bargain firm in Brooklyn and the Bronx where they sell famous-make clothes for half the cost. One of the first times I saw her at 770 Park, she wore a lounging outfit of black velvet trousers and a white wool blouse that cost \$16 all told.

She certainly hasn't lost her old capacity to enjoy inexpensive entertainment. I called her one night not long ago to suggest a movie. A high-pitched voice answered the phone very formally: "This is the Rockefeller residence." "Hey, it's me," I said, knowing that Bobo often answers the phone herself, whereupon she giggled and the voice dropped to her normal pitch. We thought it would be fun to see *How to Marry a Millionaire*.

CONTINUED ON PAGE 120





## The magic whispers...



*When Grandpa tucked you between his knees,  
you knew you were going to listen again to his wonderful  
watch—to hear its magic tick . . . tick . . . tick . . .*

*And as you listened, those measured whispers of time  
shut away the world, leaving you close to Grandpa, secure in his love.*

From fathers and mothers to sons and daughters passes the  
lifeblood of happiness—security. The privilege of providing it  
for those we love can be found only in a land like ours.

And another wonderful thing is this: By realizing this privilege  
of freedom for ourselves, we achieve the security of our country.  
For, think—the strength of America is simply the strength of one  
secure home touching that of another.

**Saving for security is easy! Read every word—  
now!** If you've tried to save and failed, chances are  
it was because you didn't have a *plan*. Well, here's a  
savings system that really works—the Payroll Sav-  
ings Plan for investing in United States Savings Bonds.

This is all you do. Go to your company's pay office,  
choose the amount you want to save—a couple of dol-  
lars a payday, or as much as you wish. That money  
will be set aside for you before you even draw your  
pay. And automatically invested in Series E United  
States Savings Bonds which are turned over to you.

If you can save only \$3.75 a week on the Plan, in 9  
years and 8 months you will have \$2,137.30. If you can  
save as much as \$18.75 a week, 9 years and 8 months  
will bring you \$10,700!

For your sake, and your family's, too, how about sign-  
ing up today?

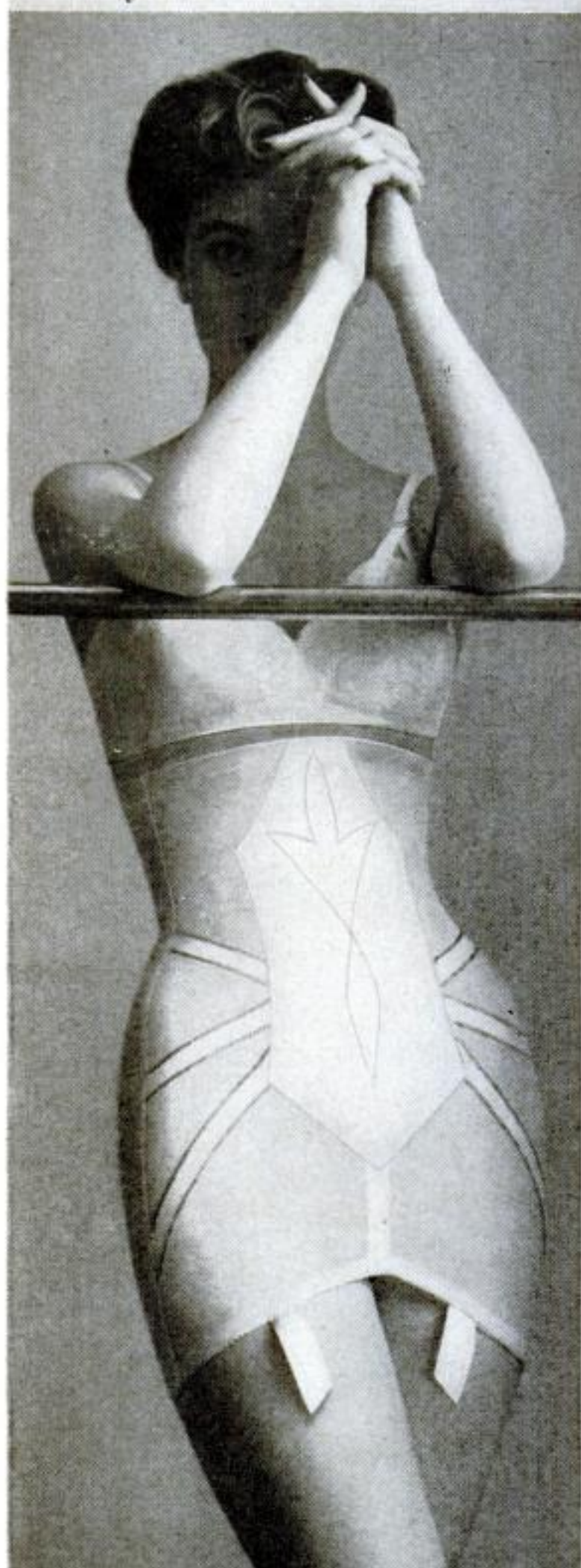


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# the light, fantastic promise **D-9**

—only 2½ ounces trims inches!



Good news for every woman who wants to lose inches, for every woman who wants to win freedom from heavy, restricting girdles.

**PROMISE D9** rises a hand-span above the waist, gives you exclusive **BIABAND**® control that slims hips, thighs, abdomen... does it all with a mere 2½ ounces of miracle **DACRON** fabric and elastic!

#### Promises you 9 distinct benefits:

1. Lighter—2½ ounces of fabric
2. Higher—4 inches above waist
3. Mightier—**BIABAND** bans bulges
4. Absorbent—never clammy
5. Softer and smoother
6. Longer wearing
7. Washes and dries in minutes
8. Shrinkproof and stretchproof
9. All-season comfort

16.50

There's a **PROMISE** for your figure type in nylon, stretch elastic, or **Dacron** at your favorite store, or write

**poirette**

poirette corsets inc.,

136 Madison Ave., New York 16, N. Y.



A **BOY'S CAR** stands in hallway at Rockefeller residence. Young Winnie's foot-propelled auto is a Junior Austin modeled on the imported British car.

## BOBO ROCKEFELLER CONTINUED

She put on a handsome brown taffeta and a mink jacket and we set off for Broadway in a cab. Since we were early for the feature, we stopped off for an orange juice at the counter joint next to Loew's State and then hied ourselves up to the balcony, just as we used to do in the old days at the Stratford in Chicago. We propped our feet up on the seats and watched with a certain clinical interest. When one of the three heroines of the movie remarked, "I'd like to marry someone like Rockefeller," Bobo groaned out loud.

Bobo has made a few changes in the arrangements at 770 Park. In the dining room, dark with mahogany paneling and lit by a crystal chandelier slung so low you bang your head on it, she has pushed the formidable baronial dining table to one side. Now it's used as a buffet. Two smaller, round tables, covered with pink tablecloths, are perennially set for guests, for she still keeps open house, much as she did on the farm at Lowell. Mattie's flexibility makes it possible to have two or 10 for dinner on short notice. Bobo's guests represent every epoch of her life and come from every social level and geographic locale.

The first time I visited her apartment Lithuanian was crackling in the air. Viola Geanchos, a Lithuanian-American girl from Gary, Ind., was there. She had come to New York last summer with Bobo, to give her a hand with Winnie. Viola's mother, who had arrived shortly thereafter, was doing the cooking. Mrs. Geanchos has no English to speak of and wears her hair peasant-style, drawn severely back in a bun.

## Fashions, law, antiques and fine art

OF course some curiosity seekers have got at Bobo, and they drop in to encourage her to discuss her problems so that they can cluck sympathetically. But most of her visitors are of different caliber. Julie Mayhew, who used to room with Bobo at the Barbizon Hotel for Women years ago, stays at 770 Park when she comes up from New Orleans on a fashion-reporting trip for the *Times-Picayune*. At the apartment I've met a Lithuanian dress designer from Philadelphia, a lady lawyer who was going to plead a case before the Supreme Court, and a well-known dealer in antiques and fine art.

On Christmas Day the Tuteurs were visiting from Chicago. He's acting clinical director at the Elgin State Hospital in Illinois, and his wife is Lithuanian, a doctor herself and a friend of Bobo's



## Don't miss the Spring Carpet Bazaar!

Right now, promise yourself that you're going to visit the Spring Carpet Bazaar at your Bigelow retailer's March 22nd to 31st.

**New Colors!** You'll find lovely light shades and lively bright colors that will cheer your home and your heart. You'll discover new deep tones that are beautiful with today's light-color woods. You'll see every color of the decorator's rainbow.

**New Textures!** You'll find luxurious cut piles, springy twists, exquisite sculptures and casual loops. Each one designed to do wonderful things for the modern or traditional home.

**New Quiet!** You'll discover the true secret of a quiet, restful home when you feel the deep, thick pile of Bigelow's new carpets. They're all constructed to absorb unwanted noise and insure restful quiet.

**New Comfort!** Bigelow Carpets add so much to the comfort of your home. They guard youngsters against the dangers of drafty floors; they cushion children's falls.

**New Values!** If you're looking for the biggest, best carpet values ever—make a beeline to your Bigelow retailer's Spring Carpet Bazaar.

Ask your Bigelow Retailer to show you Beauvais,\* the exquisite carpet shown on the opposite page.

\*Reg. U. S. Pat. Off.



CONTINUED ON PAGE 123





**Beauvais\***  
*broadloom  
 by Bigelow  
 hides  
 foot marks  
 like falling  
 snow!*



You'll wonder what happened to foot marks when you put Bigelow Beauvais broadloom down on your floor.

For Beauvais's wonderfully colorful patterns and springy all-wool pile have a way of hiding foot, soil and scuff marks like no carpet you've ever known.

See all the gorgeous Beauvais patterns at your Bigelow retailer's today. You'll find flowers, leaves and textures to complement your modern or traditional home.

And be sure to feel the deep, thick, Beauvais pile. You'll agree that no other carpet in its price range can match Bigelow Beauvais for good looks, cosy comfort, long wear and easy upkeep.

**Get your free copy** of *Carpets—Their Selection and Care* at your Bigelow retailer's. Or send name, address and 10¢ to Home Service Bureau, 140 Madison Ave., New York 16, New York.



**Don't miss the wonderful Spring Carpet Bazaar** at your Bigelow retailer's March 22 to 31. Discover how little it costs to carpet a room or your entire home with Bigelow Beauvais. Budget terms available.

- 1 Traditional Floral—a garden of colors on a sculptured beige ground.
  - 2 Rose Panels—for you who love elegance.
  - 3 Multicolor Leaf—refuses to show soil.
  - 4 Modern Leaf—so new and so smart.
  - 5 Wheat—exquisitely sculptured in 3 tones of beige.
- Beauvais is available in 9 other beautiful patterns (not shown here).

\*Reg. U. S. Pat. Off.

**Bigelow  
 Rugs and Carpets**

*Beauty you can see . . .  
 quality you can trust . . . since 1825*



# Look! The glamorous new Cycla-matic Frigidaire with complete Self-Service!

It's the easiest to use food freezer-refrigerator ever made!

NOW I KEEP A WIDE VARIETY OF FOODS ON HAND IN THE HUGE SEPARATE FOOD FREEZER MEAL PLANNING'S EASIER WITH LESS SHOPPING!



THIS REFRIGERATOR DEFROSTS BY ITSELF—NOTHING FOR ME TO DO, EVER! AND LOOK—ALL SHELVES ROLL OUT!



MY NEW PANTRY-DOOR KEEPS BUTTER, CHEESE, EGGS—EVEN LEFTOVERS, HANDY. GIVES ME THIS SERVER TRAY, TOO!



Cycla-matic Imperial Model CTI-103

Ask your Frigidaire Dealer about all the Frigidaire appliances Arthur Godfrey recommends. Look for name in phone book under "Electrical Appliances." Or write Frigidaire, Dept. 2212, Dayton 1, O. In Canada, Toronto, 13 Ont.

If you've been waiting for something really new to happen to refrigerators before you buy—here it is! The Cycla-matic Frigidaire's new concept of *complete Self-Service* makes food-keeping more convenient than ever before. You never have to reach—all food's up front *instantly*. Roll-to-You Shelves glide out all the way with just finger tip pressure. No more groping or playing hide-and-seek with foods.

**You can shop way ahead.** The completely separate food freezer will keep more than a week's supply of frozen foods safe at zero zone temperatures...has 3 Quickube Ice Trays and 3 Frozen Juice Can Holders.

You never defrost the refrigerator. The Cycla-matic way gets rid of frost *before* it collects. Choose from more Cycla-matic models than ever before—with right or left hand doors at no extra cost!



**NEW COLORAMA STYLING** glorifies your kitchen! Beautifully styled exteriors are available in two colors or white to match the new Colorama-styled Frigidaire Electric Ranges. Matching porcelain interiors have golden-finished aluminum shelves and trim. Porcelain exterior finish available on many models.

*Be modern... live electrically!*

## Cycla-matic Frigidaire



**Built and backed by General Motors**



## BOBO ROCKEFELLER CONTINUED

mother. The conversation this time revolved about the value of shock treatment, as before it had about the ordeals of fashion reporting and antique grape dishes.

We were all given tightly packed Christmas stockings by Bobo. Winnie complained that his stocking hadn't held quite everything he expected. Bobo told him that when she was young all she got for Christmas in her stocking was nuts, candy, fruit. "How come?" asked Winnie. "That's because we were poor," she explained. "Well, how come Santa Claus treats poor people like that?" he countered. She thought her way quickly out of that one by saying, "Santa Claus is a messenger boy for the people who love you best and they give you the very best they can."

There's no doubt that Bobo fascinates the public. On ordinary days her mail yields about 30 letters. When the headlines are hot she gets 200 to 300. She sorts them into CRANK, REQUESTS, OFFERS OF SERVICES and FOREIGN LETTERS categories. They run about 85% sympathetic.

"Since I, like you, am of Lithuanian origin," ran a letter from a man who lives in Bridgeport, "I feel keenly the social handicaps we sometimes have to face in our relations with persons in higher society. We are proud of you. You have never tried to disguise your birth."

Recently I made a trip back to Chicago. One afternoon I took the old State Street car and went browsing around Bridgeport. The houses are tidier than ever and spruced up with fresh paint and new roofs. Thousands of DPs have moved to Chicago and the Lithuanian population there now numbers about 100,000. Bobo has become something of a local folk heroine, I gather. The editor of a Lithuanian paper, who's been at his job for some 40 years in Bridgeport, said he didn't really follow her story very closely since he had other things on his mind. But he seemed to know of her every move. "Maybe it all goes to prove," he said, "that you should marry your own kind." The ladies in Bridgeport, he told me, follow her story avidly, and their national pride rises and falls with triumphs and defeats. When some snide gossip columnist cracks, "What can you expect from the daughter of a Lithuanian coal miner?" they are deeply offended and say so.

In her own way Bobo is highly conscious of social distinctions, no question about it, and she has given the subject considerable thought. When we were discussing it recently, she declared, "Actually, it's easier to go from the bottom to the top and skip the whole middle class. My mother was a strict, old-fashioned European. She wasn't too different from the correct Bostonians I hobnobbed with during my first marriage."

Such hobnobbing as Bobo does nowadays is mostly confined to 770 Park. She rarely goes out. During the day she consults with lawyers and trust experts, a long, long line of them, and looks after Winnie. In the evenings, when she does not have guests, she reads about trusts and finance and tax laws, just as she has always boned up on anything that provoked her interest. *Personal Estate Planning in a Changing World* by Rene Wormser is one of her current texts. Why not? "If you're going to have any money at all," she explains, "you might as well know how to handle it intelligently."



**A STUDENT OF FINANCE**, Bobo now spends frequent evenings poring over "how-to" books on investment handling, trust arrangements and taxes.

Your family deserves a **Magnavox** now



Loeb, Schlossman & Bennett, Architects

The Empire 21. Genuine mahogany in traditional design, 12" speaker. 21" screen.

## Magnavox Chromatic TV

High-fidelity pictures with  
high-fidelity sound

YOUR family deserves this big-picture television that *looks* like real life, *sounds* like real life, and delivers the most in TV pleasure—now, and for years to come. Magnavox Chromatic TV\* produces beautiful pictures of marvellously real quality, and *voices* them with the living tone of Magnavox high-fidelity sound. Always fine furniture too, Magnavox comes in a wide range of styles. Tube

sizes 17" to 27". Direct-to-dealer selling keeps prices as low as \$179.50. Your classified telephone book lists the nearest Magnavox dealer. Visit him soon—see the television your family deserves now. The Magnavox Company, Fort Wayne 4, Indiana.

\* **Striking Depth and Dimension**  
Magnavox Chromatic TV has built-in optical filter, gives warm-tone pictures with a thrilling illusion of realism.



The Metropolitan 21 with 21" screen and extended-range speaker. Beautifully styled in Cordovan or Blond, only \$198.50.

BETTER SIGHT...BETTER SOUND...BETTER BUY

the magnificent  
**Magnavox**  
television



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REHEARSING A CIRCUS ANIMAL ACT, DEBUTANTES GO THROUGH THE MOTIONS OF TIGERS IN A CAGE

## 'Baile de Carnaval' in Cuba

### YOUNG BLUEBLOODS PUT ON GAY SHOW

On the gleaming terrace of Havana's swank country club, more than 1,000 guests gathered last month for the Cuban capital's celebrated pre-Lenten party, the *Baile de Carnaval* (Carnival Ball). Though diplomats from 20 countries were on hand, the Baile was mainly a sumptuous family get-together for Cuban parents and children of established wealth and lineage.

The youngsters, including most of Cuba's prettiest debutantes, cavorted through a lively

outdoor show which they had been preparing for almost six months. The results of hard work on costumes and daily rehearsals delighted the parents. They applauded each act wildly and when a chorus of dark-eyed Latin beauties pantomimed singing of American show tunes while a tape recorder played the songs off stage, many parents took it for the real thing and declared, with pardonable pride, that the youngsters were better than entertainers in the States.



← **BEAUTY IN BLACK**, Debutante Maria Dolores Carrillo, 15, wore gown based on painting by Goya.

**IN JUMBLE OF COSTUMES** youthful performers parade onto dance floor after show's grand finale.

CONTINUED ON NEXT PAGE



**ACROBATIC DEBUTANTE** Teresita Mendoza, daughter of wealthy real estate man Alberto Mendoza practices trapeze act (above). Below: at party, she gets final briefing from Director Mario Arellano.







The demand is for . . .  
**WHITE HORSE**  
 of course!

Renowned for lightness and  
 flavor...Have *you* tried it?

BLEND SCOTCH WHISKY 86.8 PROOF  
 BROWNE-VINTNERS CO., INC., NEW YORK  
 SOLE DISTRIBUTORS

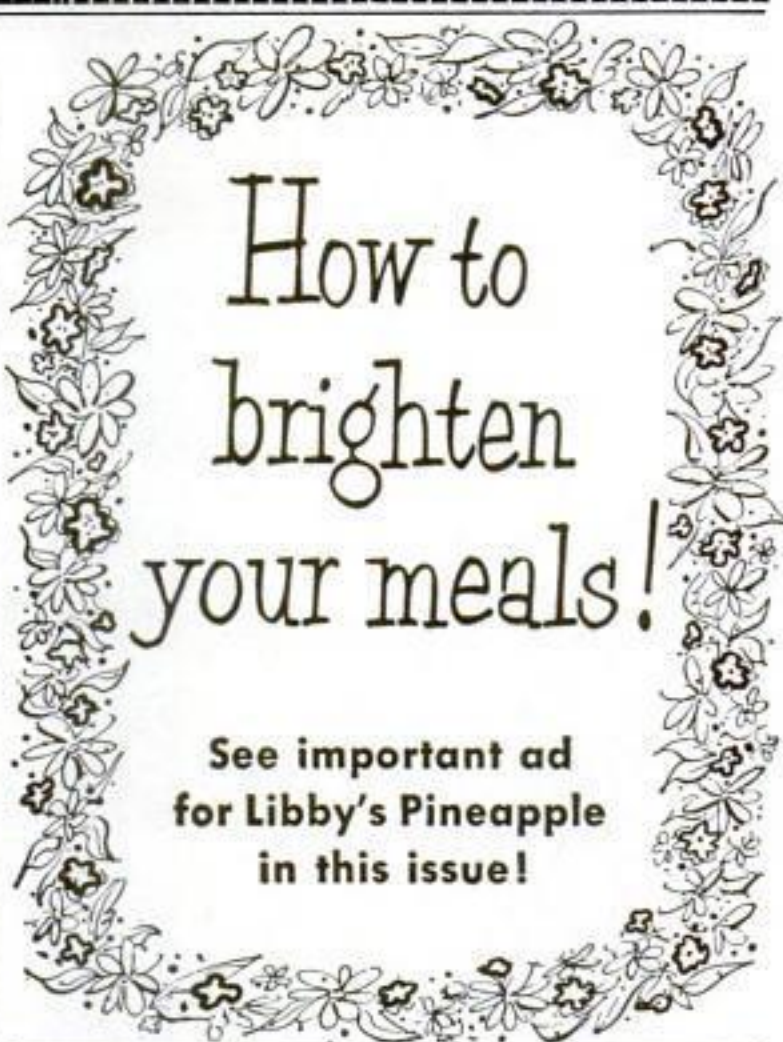
## SQUIBB ASPIRIN FAMILY SPECIAL



**SAVE 29¢!**

Bottle of 50 delightfully flavored children's aspirin (1½ grains) plus a bottle of 100 Squibb-quality aspirin for adults . . . together only 59¢! A regular 88¢ value.

Ask for this  
**SQUIBB Family Special**  
 at your drugstore



How to  
 brighten  
 your meals!

See important ad  
 for Libby's Pineapple  
 in this issue!



WELCOME TREAT ON  
 A WINTRY DAY—SUGAR-  
 SWEET **SUN-MAID**  
**RAISINS!**

See What Wonders  
 They Do For  
 Your Cooking!

**SUN-MAID**  
**RAISINS**

● Ask your grocer for the  
**SUN-MAID 6-PACK**. Six pocket  
 packages just right for between meal snacks!

**NOW FLAVOR-PROTECTED WITH CELLOPHANE**

## 'Baile de Carnaval'

CONTINUED



**DANCERS AND ESCORTS** gather in garden to have picture taken by newspaper society photographer. The Havana papers always give show a big play.



**AMBASSADORIAL TOAST** is shared across table by Arthur Gardner, U.S. envoy to Cuba, and Señora Saladrigas, wife of the Cuban minister of labor.



**SHOW TRAIN** with beaverboard wheels and cowcatcher and a half dozen energetic engineers was part of circus act billed as "Smallest Show on Earth."



**MADE UP FOR MIDWAY**, a motley crew of show people—hoofer (left), peon, pitchman (center), two sailors and gypsy—check each other's costumes.



## I often meet LIFE coming back

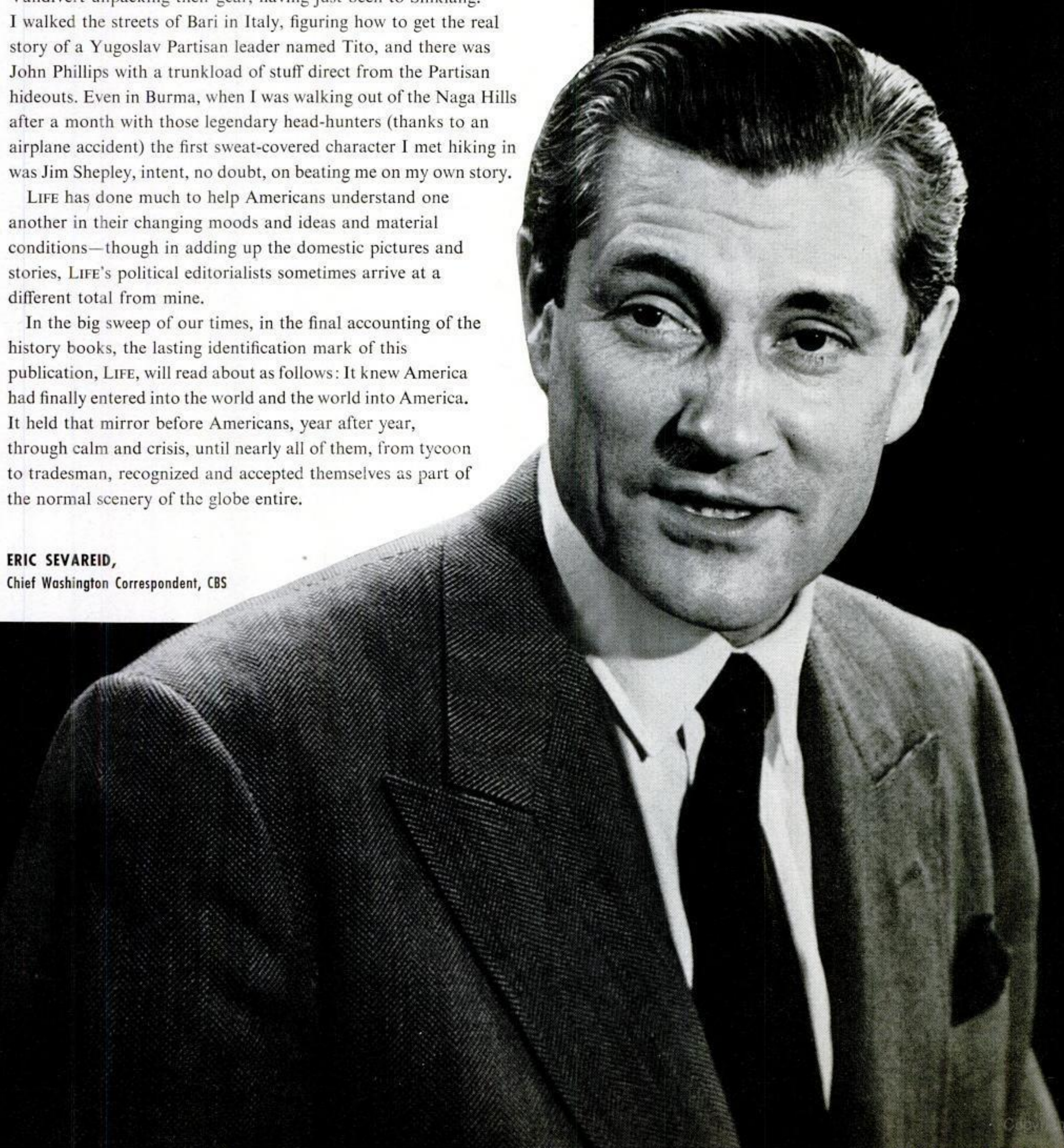
In my own field of discovering and explaining the changes, chiefly political, that govern our collective life today, I've rarely worked or competed with a LIFE correspondent who wasn't first class at his job. Sometimes annoyingly so.

I emerged once from a rioting mob in Mexico City as the only reporter there with the scoop (so I thought) to find my old friend Carl Mydans dictating his story and shipping his pictures. I reached war-time Chungking with great ideas for penetrating the mystery of remote Sinkiang province, and there were Teddy White and Bill Vandivert unpacking their gear, having just been to Sinkiang. I walked the streets of Bari in Italy, figuring how to get the real story of a Yugoslav Partisan leader named Tito, and there was John Phillips with a trunkload of stuff direct from the Partisan hideouts. Even in Burma, when I was walking out of the Naga Hills after a month with those legendary head-hunters (thanks to an airplane accident) the first sweat-covered character I met hiking in was Jim Shepley, intent, no doubt, on beating me on my own story.

LIFE has done much to help Americans understand one another in their changing moods and ideas and material conditions—though in adding up the domestic pictures and stories, LIFE's political editorialists sometimes arrive at a different total from mine.

In the big sweep of our times, in the final accounting of the history books, the lasting identification mark of this publication, LIFE, will read about as follows: It knew America had finally entered into the world and the world into America. It held that mirror before Americans, year after year, through calm and crisis, until nearly all of them, from tycoon to tradesman, recognized and accepted themselves as part of the normal scenery of the globe entire.

**ERIC SEVAREID,**  
Chief Washington Correspondent, CBS







## A QUADRUPLE FOOTACHE

Since she came to the London Zoo, Dumbo, a baby female elephant, has had aches she never felt in Assam, India where hunters rescued her from pursuing tigers. All last summer Dumbo gave rides to hordes of children and by autumn her soles were painfully sore. Her keeper, advised to bathe them in watered alum to harden the hide, could

not find a container large enough for all four feet. Instead he set out four small tubs and, circling Dumbo, hoisted the feet in one by one. Soon Dumbo learned to step in by herself, waving her trunk and soaking pleasurably while her keeper chatted and sponged. Now, after a winter of off-season balm, Dumbo is fit to cart children around again.



**It takes a brawny Scotsman  
for this**

**1** "You can't beat a Scotsman at his own game, certainly not when it's the age-old feat of tossing the caber," writes an American friend of Canadian Club. "The idea is to heave an 18-foot log so it lands on its heavy butt end, then topples straight forward. At the Aboyne Highland Games last fall, I gave it a try..."

# HIGHLAND FLING



**2** "It took four good men to stand the 200-pound caber up on its small end for me. Getting my hands underneath and boosting it to waist level was a trick in itself. I managed that part, but my toss brought hoots from the Highlanders."

**5** "The original caber was a tree hewed from a Highland forest, my host explained. Canadian Club doesn't go back that far, but it's been popular here for generations."

Why this whisky's worldwide popularity? Canadian Club is light as scotch, rich as rye, satisfying as bourbon.



**3** "I felt better when the kilted giants themselves failed to achieve the required end-over-end throw. A foot had to be sawed off the big end before the contest could fairly begin. I just watched. Even when shortened, that caber still looked like a telephone pole to me. One mighty Scot gave it a perfect '12 o'clock' toss."

Yet it has a distinctive flavor and character that is all its own. You can stay with Canadian Club all evening long... in cocktails before dinner and tall ones afterward. There is *one and only one* Canadian Club, and *no other* whisky tastes quite like it in all the world.



**4** "Tossing the caber is a tradition in Scotland. So is good whisky. But the whisky I was served at a pub beside the River Dee came as a surprise—it was Canadian Club!"

IN 87 LANDS... THE BEST IN THE HOUSE

# "Canadian Club"

6 YEARS OLD

90.4 PROOF

IMPORTED WHISKY • MADE BY HIRAM WALKER

IMPORTED IN BOTTLE FROM CANADA BY HIRAM WALKER IMPORTERS INC., DETROIT, MICH. BLENDED CANADIAN WHISKY.





# IT'S ALL A MATTER OF TASTE

## CORN SILK, CUBEBS and MY MOST CONSTANT COMPANION

by **H. ALLEN SMITH**

*Author and Humorist*

I have changed my brand of cigarettes twice in my life. I started with fine Illinois corn silk wrapped in the most delicate newsprint available. Before long I switched to cubebs. I went from cubebs straight to Lucky Strikes. That was my last switch. It was so long ago that I can't remember the year. I do know that my pack of Luckies has been my constant companion longer than my wife, and we've been married twenty-six years.

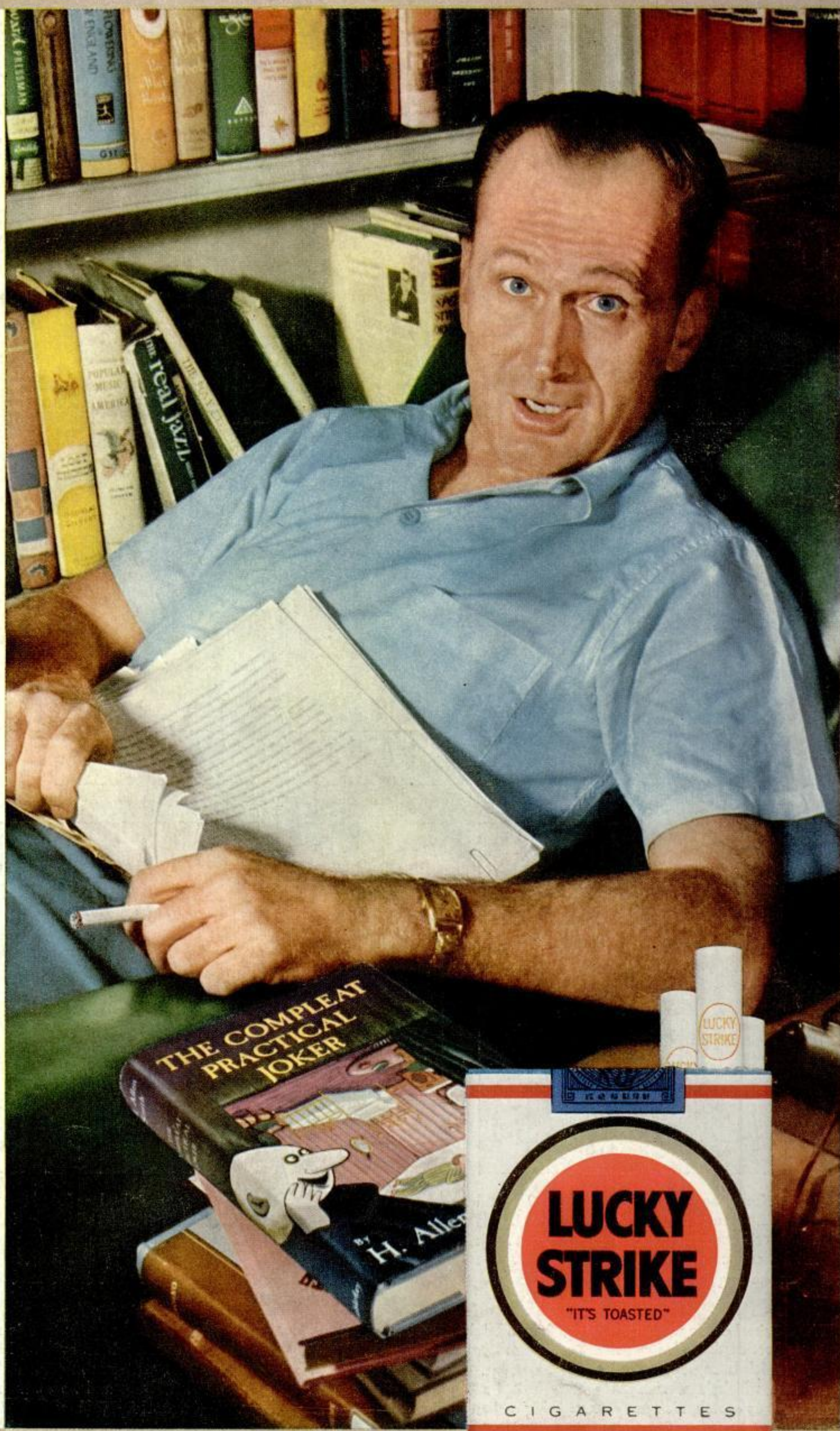
I can remember back to those ancient days when we Lucky smokers considered it the very ultimate in wit to walk into a store and say to the man, "Gimme a pack uh Fortunate Blows." Since then I have switched jobs, razors, dentists, publishers, automobiles, phone numbers, and my stance on the tee. My taste in books, ties, food, music and even friends has changed over the years, yet my taste for Luckies has remained constant. To me, they just taste better.

It is foolish to say that a man who is dedicated to one brand of cigarettes never gives the other brands a chance. There are occasions when a Lucky smoker, for reasons of war, financial embarrassment, pure hunger or the requirements of etiquette, must smoke other cigarettes. I have smoked them all. But not for long. What I like best is what tastes best. You know what.

### *Lucky Strike Sums Up*

To smokers everywhere, Luckies taste better . . . and two facts explain why. In the first place, L.S./M.F.T.—Lucky Strike means fine tobacco. Then, too, Luckies are made better to taste better—to draw freely and smoke evenly.

So, Be Happy—Go Lucky. Remember, Luckies are made by The American Tobacco Company, America's leading manufacturer of cigarettes.



COPR., THE AMERICAN TOBACCO COMPANY

# LUCKIES TASTE BETTER

**CLEANER,  
FRESHER,  
SMOOTHER!**